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ANN ARBOR, MICH.

Vol. 77, No. 9, Serial No. 1,406

AIR CONDITIONING & REFRIGERATION NEWS

February 27, 1956

Reentered as second class matter October 3, 1936 at the post office at Detroit, Mich., under the Act of March 3, 1879.

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Issued every Monday at
450 West Fort St., Detroit 26, Michigan
Established 1926

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Inside Dope

By GEORGE
F. TAUBENECK



Learn to live and laugh —
thus delay your epitaph

Stories of the Week
Haze of Happiness
Life's Finest Blessing
No Words In the
Dictionary
Footnote on Greg
This Is Too Much
—Even for Eisenhower
Brotherhood Week

Stories of the Week

Anybody and everybody who has heard and seen Bill Power of Chevrolet hypnotize an audience agrees that he is the greatest public speaker of our generation.

If a vote were taken today Patrick Henry, William Jennings Bryan, Alben Barkley, Franklin Roosevelt, Billy Graham, and "Red" Motley would run far behind Bill Power's reputation as a platform messenger.

All of this build-up may lead into a let-down, if you haven't seen and heard The Power TELL his latest stories. They're cute in themselves, though.

"Panhandler begged 75 cents for a cuppa coffee. When I objected to the price he interposed: 'I gotta pay for parking my car.'"

Justice of the peace was hearing a wife's charges of assault and battery against her mate.

"After he hit you," probed the J. P., "did he say he was sorry?"

"No, sir. He didn't say one word before the ambulance took him away."

Mid-afternoon on Friday a movie usher stopped a small boy.

"How come you're not in school?"

"I've got measles."

Haze of Happiness

How does a man feel when several hundred of his best friends gather to honor him, and several hundred more good customers telegraph their congratulations? (As to the unavoidably absent, committee members Ed Flannery and Joe Dugan remarked later that they could have obtained a bigger crowd had they staged the event in Florida!)

How, to be specific, did "Dope" feel the night of Feb. 8 in Detroit? Very much like he felt June 1, 1940, when his marriage to the lovely Willo was celebrated—also before a host of his best friends and business associates.

On both occasions he floated

Final Hearing This Week Determines San Francisco Rules for Cooling Jobs

SAN FRANCISCO—A "final" hearing on certain controversial changes in the air conditioning and refrigeration sections of a proposed revision of the San Francisco building code has been scheduled for 2 p.m. Thursday, March 1, in room 228, city hall here.

As the provisions now stand, city building permit fees would be required, and installations would be limited to those firms holding a California State C-20 contractors' license, on the following classes of equipment:

Refrigeration equipment installations larger than $\frac{1}{4}$ hp. of the remote type, and larger than 1 hp. in the self-contained type.

All air conditioning installations larger than 1 hp., except self-contained units through 3 hp. which are installed in single or two-family dwellings.

Some groups of contractors are favoring the above provisions as they stand, but other groups are seeking modifications of the proposed changes. Harold J. Grams, northern California chairman for the Refrigeration Industry Safety Ad-

(Concluded on Page 33, Col. 3)

Industry Outlets Show Little Interest In Auto Dealer Legislation

WASHINGTON, D. C.—Thus far, neither appliance dealers nor refrigeration and air conditioning contractor groups have demonstrated much interest in the attempts of automobile dealers to get "legislative relief" for problems in factory-dealer relations which many of the new car dealers say have tended to put them out of business.

First move towards legislative action has been in the form of a "Little Sherman Anti-Trust Bill" designed to protect dealers in franchise cancellation. It was introduced by Sen. John M.

(Concluded on Page 4, Col. 5)

Copeland Ups Von Meyer, Berg to Vice President

SIDNEY, Ohio—Copeland Refrigeration Corp. has named W. G. von Meyer and Rudy Berg vice presidents.

The appointments were announced by Frank J. Gleason, executive vice president and treasurer.

Von Meyer has been with Copeland since 1933. His career in the refrigeration industry began with the Remy and General Motors Research Laboratories at the time the Frigidaire refrigerator was developed.

From 1923 to 1932 he was with the Nizer and Kelvinator companies in sales and development of ice cream cabinets, soda fountain equipment, and com-

(Concluded on Page 4, Col. 1)

'Wet' Heating, Cooling Groups In Sales Drive

NEW YORK CITY—"Organization for immediate action" of the Better Heating-Cooling Council has been announced by John E. Reed, newly-elected president.

He pointed out that an invitation to membership in the council is open to all manufacturers of basic equipment or components used in water-fed heating or cooling systems and, on an equal basis, to all industry wholesaler and contractor associations whether national, regional, or local.

Reed said this "first" true industry-wide group is "now launching the most concerted and powerful promotion campaign ever mounted by this industry."

The action "culminates many years of effort and desire by leaders in differing sections of the multi-million dollar hot water and steam heating and cooling industry to unify this basic industry's promotional and

(Concluded on Page 36, Col. 1)

Kelvinator Produces 311,295 Appliances In 4-Month Period

NEW YORK CITY—Kelvinator has been producing appliances at a rate of more than 40% higher than a year ago, in its drive to increase its share of the major appliance business during 1956, Walter Jeffrey, vice president in charge of sales, said recently.

Jeffrey spoke here at the third in a series of regional meetings for Kelvinator and Leonard distributors and zone executives, announcing spring merchandising plans.

For the first four months of the 1956 model year, Oct. 1 through Jan. 31, Kelvinator produced 311,295 appliances, for an increase of 40.8% over the total of 221,124 produced in the same

(Concluded on Page 36, Col. 5)

Edwin B. Ahrens Elected C. Schmidt Co. President

CINCINNATI—Edwin B. Ahrens is the new president of C. Schmidt Co., manufacturer of commercial refrigeration equipment.

He succeeds H. C. Ahrens, who announced his retirement after 53 years with the company.

Edwin B. Ahrens started with the company in 1940 following graduation from the University of Cincinnati.

'Minimum Income' Not a Factor In FHA Approval of Cooling

Room Unit Sales Up, Inventories Down, Says ARI

WASHINGTON, D. C.—There is no requirement of "minimum income" to provide for operating costs, to be taken into consideration of FHA approval of residential summer air conditioning systems for new construction.

So says Thomas G. Camp, chief of the Mortgage Credit Section, Federal Housing Administration. There have been some indications that field offices of the FHA have been using the "minimum income for operating expense" consideration to refuse approval of summer cooling systems in some new home construction.

"The only interest of the FHA office," Camp said in effect, "is that the total housing expense is within the normal capabilities of the prospective purchaser."

Copper Prices Hit 91-Yr. High

NEW YORK CITY—Producers of copper have raised their price three cents a pound to 46 cents, the highest domestic level in 91 years, and prices for fabricated products also were being advanced to conform to the new quotation for refined copper.

Anaconda Co. initiated the move to the higher price. Kennecott Copper Corp. and Phelps Dodge Corp. followed suit, as did Miami Copper Co. and other smaller producers.

American Brass Co. took the lead in boosting prices for fabricated products, raising copper products three cents a pound and brass and other alloy prices in proportion to the copper content. Similar price increases were announced by Revere Copper & Brass, Inc.

Herbert Barchoff, president of Eastern Brass & Copper Co., declared that the price advance to 46 cents a pound was due in part to the government's refusal last fall to release 100,000 tons of stockpiled Chilean copper to industry.

Stating that Anaconda offered no explanation for its price in-

(Concluded on Page 4, Col. 4)

BEHIND PAGE ONE . . .

Frozen Food Storage Space

Distributors Advised To Boost Retail Storage Space, Not Build Warehouses..... 12

Shifting Lines?

How Residential Air Conditioning Distributor Let Home-Builders Know That He Had Shifted Lines.. 16

Sales Promotions

When and How To Stage Them for Best Result..... 22

Spun Aluminum

High Volume Production Allows Wider Use Of Low-Cost Metal In Tubular Applications..... 24

Servicing Auto Air Conditioners

31

N.Y. Men Convicted on Repair Racket Charge

NEW YORK CITY—Two men convicted of operating a television repair racket were recently sentenced to nine months each at Rikers Island Penitentiary, it was reported.

It was charged that the men had given customers bills of \$50-\$60 for repairs that actually should have cost no more than \$5, the report went on.

Anthony J. Liebler, assistant district attorney for New York county, told the Court of Special Sessions justices who sentenced the defendants that the men had preyed on poor people, fearful that more affluent persons might make complaints.

In requesting a "substantial jail sentence," Liebler declared the men were engaged in a vicious racket, and that in certain instances they even took television tubes in perfect work-

ing order and made them defective.

Liebler said the defendants billed customers for parts that were never put into sets, swindled them on picture tubes, and where persons stated they could not pay for the repairs, arranged for them to take out loans, it was added.

Worthington Boosts Quarterly Dividend

NEW YORK CITY—The board of directors of Worthington Corp. recently increased the regular quarterly dividend from 50 cents to 62½ cents per share on the outstanding shares of the common stock of the corporation, payable March 20, 1956, to stockholders of record at the close of business March 1, 1956.

The board also declared the quarterly dividend of \$1.12½ per share on the outstanding shares of the corporation's 4½% prior preferred stocks, payable March 15, 1956.

Cooling Cuts University Building Costs by Making Remodelling Practical

BATON ROUGE, La.—According to President Troy H. Middleton, the air conditioning of certain campus buildings at Louisiana State University will make available office and classroom space equal to about two thirds of a new academic building at much less than half the cost of a new structure.

Middleton said that recent authorization to air condition some buildings has made it worthwhile to remodel five of these structures. He added that the entire project is expected to cost about \$170,000 as compared to \$750,000 for a new building.

The project is the first phase of an extensive program designed to insure the efficient use of all areas not heretofore usable for offices and classrooms without air conditioning.

Paint Firm Acquires C. L. Percival Corp.

BOONE, Iowa—A Boone commercial refrigerator equipment manufacturing firm has been acquired through merger by a paint producer, it was reported recently.

C. L. Percival Corp., long-time manufacturer of commercial refrigerators, became part of Iowa Paint Mfg. Co. effective Feb. 15, the report continued. It will be known as Percival Refrigeration Div.

C. A. Marvin was named to head the division. The physical plant at Boone recently underwent extensive remodeling, it was added.

Jerome K. Daniels, Iowa Paint executive vice president, will be in charge of divisional operations for the company in its three-year expansion program, according to the report.

New ASRE Chapter Chartered In Florida

MIAMI, Fla.—Organization of a new chapter of the American Society of Refrigerating Engineers has been completed with presentation of a charter by Leon Buehler, national president.

Officers are J. W. Hendricks, Jr., chairman; Kelsey Saunders, first vice chairman; Scott Hoehn, second vice chairman; and Louis B. Lang, secretary-treasurer.

The chapter was organized by George B. Bright, Coral Gables, who was national ASRE president while he was a Detroit consulting engineer.

Janitrol Schedules Factory Schools on Summer Conditioning

COLUMBUS, Ohio—A schedule of factory schools on Janitrol summer air conditioning has been announced by H. C. Gurney, sales manager, Janitrol Heating & Air Conditioning Div., Surface Combustion Corp.

Beginning Feb. 20, in the plant school room, 400 Dublin Ave., Columbus, authorized Janitrol dealers and wholesaler representatives will have an opportunity to study air conditioning fundamentals, heat gain calculations, and installation and servicing procedures.

Dealers will work on operating equipment, including air-cooled units and a water-cooled unit complete with operating cooling tower. Accurate cost estimating and pricing to insure profit at competitive prices will be discussed.

Detailed instruction by Janitrol design and field engineers will include a study of the electrical and mechanical controls of Janitrol cooling equipment, and practice in purging and charging air-cooled systems.

Trouble shooting sessions will be held on equipment which has been deliberately made to function improperly. This will be accomplished by the use of an ingenious control board which enables the instructor to create conditions that will actuate the safety controls and cause a service problem, it was stated.

Week-long schools were to be held Monday through Friday of the weeks beginning Feb. 20, March 5, March 19, April 16, April 30, and May 14.

Announcing...

Extra-Large CAPACITY

THERMOBANK



for FREON and AMMONIA

NOW...no job is too large for the **KRAMER THERMOBANK**

The only completely automatic system for freezing temperatures offering these extra large capacities. THERMOBANK requires no manual attention whatsoever.

Ceiling mounted, THERMOBANK takes no

precious floor space. You can store products directly under the unit.

Can be used as an independent system or with an existing large system without affecting the operation of other evaporators.

WRITE FOR BULLETIN 294-6

KRAMER TRENTON CO. • Trenton 5, N.J.



COME ON IN, DEALERS...

Airtemp Waterless is fine for profits!

J. F. DONAHUE

Climate Control Company
"THE CLIMATE YOU WANT WHEN YOU WANT IT"

H. E. KRAFT

Airtemp

AP 8-8501
2502 W. CYPRESS
PHOENIX, ARIZONA

Mr. Sydney Anderson
Commercial Sales Manager
Airtemp Division, Chrysler Corp.
Dayton 1, Ohio

Dear Syd:

I'd like to take this opportunity to congratulate Airtemp on the fine job in the past few years in pioneering new developments in air conditioning!

I'll never forget how amazed our competition was back in 1952 when Airtemp became the first air conditioning manufacturer to offer a 2 and 3 H.P. Waterless unit. As you, too, will probably remember, this was accomplished in spite of the skeptics in the industry.

The industry awakened, sat up and took notice as Airtemp again pioneered new applications to meet new consumer requirements — the Airtemp "Spacesaver" Evaporator Coil for mounting on practically any warm air furnace and the 5 and $7\frac{1}{2}$ H.P. Waterless units.

And believe me, when waterless equipment works in Phoenix at temperatures of 112 to 115 degrees, it will work anywhere!

In behalf of our own dealers and ourselves we want to thank you folks at the factory for the fine service and cooperation that Airtemp gives to their distributors and dealers — all of which has helped us to a position of leadership in this market.

With all best wishes for your continued success!

Sincerely yours,
J. P. Donahue
J. P. Donahue

THIS LETTER TELLS WHY!

To date, more Airtemp waterless units have been sold than any other make. Airtemp has prospered. Airtemp Dealers have prospered! And there's every reason why you, too, can prosper as an Airtemp Dealer, including the following:

* **Airtemp's established leadership** in waterless air conditioning, combined with the confidence people have in any product which carries the famous Chrysler name, makes Airtemp waterless the easiest-to-sell brand you can handle today.

* **Unmatched flexibility of installation** designed into the big Airtemp line of waterless equipment provides a ready answer to every application problem—helps you save valuable man-hours—lets you handle more jobs without adding manpower.

* **Assurance of an ever-increasing market** is typically demonstrated by Airtemp's newest development, a compact Blower-Coil Unit for "out-of-the-way" application on walls or ceilings of stores, offices, factories, giving Airtemp Dealers *more business*.

Yes, there's a blue-ribbon opportunity facing you *right now* as a prospective Airtemp Dealer! In certain sections of the country, Airtemp franchises are still available to progressive dealers who are interested in a more profitable future in air conditioning by selling with the *Leader*. For further information, contact your nearest Airtemp Distributor—or write to Airtemp Division, Chrysler Corporation, Dayton 1, Ohio.



J. F. DONAHUE
President



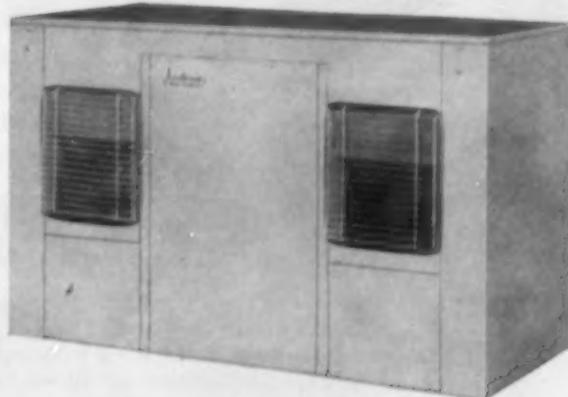
H. E. KRAFT
Vice President

THE FORWARD LOOK
IN AIR CONDITIONING



AIR CONDITIONING • HEATING FOR HOMES, BUSINESS, INDUSTRY

For more information about products advertised on this page use Information Center, page 26.



Airtemp Model 1205 waterless; air-cooled condensing unit—5 H.P. capacity.



W. G. VON MEYER



RUDY BERG

Copeland Names--

(Concluded from Page 1, Col. 2)
merical store refrigeration products.

With Copeland, von Meyer has been manager of national accounts and sales and advertising manager.

Berg joined Copeland in 1934. He has served in various sales positions. Excepting one year, his entire business career has been in the refrigeration industry.

He first became associated with Zero-Zone Corp. in 1928 in

main office and field sales capacities. With Copeland he has been instrumental in organizing an unequalled wholesale refrigeration equipment distribution system, it was pointed out by the firm.

Berg also has been active in many industry functions and was first chairman of the Excise Tax Committee of the Air-Conditioning & Refrigeration Institute.

Federal Reserve--

(Concluded from Page 1, Col. 4)

Only a short time ago Martin told a Congressional committee that he did not think consumer credit controls are necessary now, but he would have used them last summer if he had had the authority at that time.

Dr. Arthur Burns, chairman of the President's Council of Economic Advisers, said the President requested the Reserve

Board to address itself to these tasks:

"Analyze the part played by instalment credit in the fluctuations in major consumer industries and the general economy,

"Appraise the arguments for and against a stand-by authority to set limits on down payments and maturities of instalment credit, with particular reference to the probable effects of the use of such an authority on the general economic stability, the welfare of individuals and families, (especially in the lower income groups), and business innovation and economy."

If the results of the study should point to the desirability of stand-by credit controls, Dr. Burns said, the board should also consider the range of credit transactions that should be covered by such authority; what agency could best administer this authority; and the safeguards under which it should function.

Copper Prices Hit 91-Year High--

(Concluded from Page 1, Col. 5)
crease, *The New York Times* said:

"Market observers noted, however, that copper has long been selling in Europe at quotations well above the producers' price here. Anaconda might well have been concerned over the possibility that such an inequality might upset the normal distribution of the world commodity."

Anaconda and its fabricating subsidiaries obtain a large part of their copper from mines they own in Chile.

The company increased its price to 46 cents a pound shortly after the Chilean Ministry of Economy announced plans to ask Anaconda and Kennecott, which also owns a large mine in Chile, to raise their price of Chilean copper sold in the

United States, it was stated.

About a third, or a little more, of Chile's copper has been coming to the U. S.—at the domestic price of 43 cents. The rest has been going to Britain and Europe at the much higher prices prevailing there. Chile wanted the U. S. sales price brought nearer the European market, the paper said.

Copper has been in tight supply for more than a year. Strikes in this country, Chile, and Northern Rhodesia, coupled with a sharp rise in consumption in both Europe and the U. S., have cut the supply substantially.

Concern over the effect higher prices will have on competition from other materials was expressed by some members of the mining industry. Many industry authorities have contended that copper was threatening to price itself out of many traditional markets and was being replaced by such materials as aluminum and plastics.

But others commented that it's "pretty difficult to remain at 43 cents a pound when the price for the metal everywhere else in the world is substantially higher."

In another development, the government ordered 104,000,000 lbs. of copper-base products set aside for the production of military and atomic energy orders during the second 1956 quarter.

Auto Dealers--

(Concluded from Page 1, Col. 2)
Butler (R. Md.), a member of the Senate's Interstate Commerce Committee, and provides that:

1. It is unlawful to threaten to cancel or terminate a franchise when the principal reason is the dealer's refusal to accept his factory's merchandise;

2. A dealer can obtain injunctive relief from a Federal court until the case is heard.

3. A dealer damaged by cancellation may sue in Federal district court and receive two-fold damages, plus court costs.

**JUST OUT
NEW 1956
COLDIN
COMMERCIAL
DISPLAY
REFRIGERATION
CATALOG**

a model and size

**"TO SELL EVERY
FOOD RETAILER"**

**send for
your copy
today!**

Coldin Your Key To Better

Refrigeration

COLDIN CABINET CO., Inc.

2800 Webster Ave.

New York 58, N. Y.



Nothing has more bearing on cooling tower performance and life than do tower fan bearings. On them turn the induced draft cooling tower's *only moving parts*.

Announcement by Halstead & Mitchell engineers of a *permanently sealed and lubricated* fan bearing means a bearing so designed as to completely eliminate moisture—and consequent rusting of the bearing balls and races. The *elimination of periodic greasing* cuts your tower maintenance costs to an absolute minimum...literally adds years to cooling tower life.

With not a single bearing failure reported from the hundreds of these "new bearing" towers in actual use, Halstead & Mitchell offers you...now more than ever...the best buy in cooling towers on the market today.

SUPER-QUIET, 4-BLADE FANS, TOO!

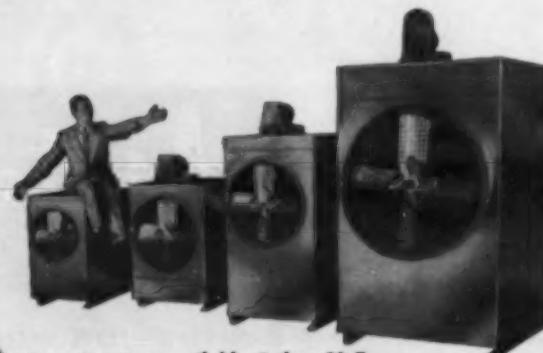
There are new fans, too, on Halstead & Mitchell Cooling Towers—deep-pitch fans which operate at much, much lower speeds—actually *cut cooling tower noise level in half*. Sturdy, stainless steel fan blades...stainless steel fan shafts...make sure your tower will have not only a quiet life, but a long one, too!

For Complete Details, Write for Bulletin CT-584



Halstead & Mitchell

BESSEMER BUILDING, PITTSBURGH 22, PA.



New Bearing available 5 thru 50 Tons

**20-Year
Guarantee!**

on the weathered deck surface against rotting or fungus attack is an extra given you only by Halstead & Mitchell. Combined with the H & M Protected Steel concept, it offers unsurpassed protection against water and weather.

H & M COOLING TOWERS ARE AT LEADING WHOLESALEERS EVERYWHERE

For more information about products advertised on this page use Information Center, page 26.

Warm Air Group Technical Program Set for May 24-25

CLEVELAND—The National Warm Air Heating & Air Conditioning Association has released the tentative program planned for its first Annual Technical Conference.

The conference is scheduled to be held Thursday and Friday, May 24 and 25, at the Edgewater Beach hotel in Chicago.

It is planned "for the purpose of establishing a forum in which the technical men of the industry can gather and exchange information pertinent to those engineering problems which have a bearing on residential heating and cooling systems and equipment both now and in the future," the association said.

SCOPE OF TOPICS

Indicative of the scope of both the design and application interest which will be covered by the conference are the following subjects which are just a few of those included in the program:

"Heat Gain in Air Conditioning Ducts"; "Pressure Losses in Fittings and Diffusers"; "System Balancing for Year-Round Air Conditioning in One and Two-Story Residences"; "The Application and Utilization of Nuclear Energy in Residential Heating and Air Conditioning"; "Heating the Split-Level Home."

Also, "Solar Energy as a Source for Heating"; "Air Conditioning Using Gas as the Energy Source"; "Venting the Furnace"; "The Impact of Electrical Resistance Heating in Year-Round Air Conditioning"; "The Physiological Reactions to Air Conditioning."

While the conference is basically designed to provide information of interest essentially to the engineers in the industry, conference attendance is open to all industry members, the association announced.

PAPERS AVAILABLE FOR STUDY BEFORE MEETINGS

Registration facilities will be provided during the time of the conference. But for those who would like to participate in the discussions of the various papers presented during the engineer sessions, the association has made "Advance Registration" arrangements whereby those who register will be provided with abstracts of the papers for study prior to the conference.

Advance registration can be made by writing directly to the National Warm Air Heating & Air Conditioning Association, 640 Engineers Bldg., Cleveland 14, Ohio.

Registration fees are: \$20 for association members, and \$30 for non-members of the association. Registration fees include the luncheons which will be held during the two conference days.

Coleman Ups Montgomery

WICHITA, Kan.—J. Robert Montgomery has been appointed manager of the San Francisco sales office of Coleman Co., Inc.

He succeeds Lawrence G. Ingram who has accepted a special assignment with the manufacturer's Outing Products Div.

National Hotel Exposition Set for N. Y. Nov. 12-16

NEW YORK CITY—The National Hotel Exposition, one of the largest trade shows held in New York City, officially signed its lease recently with the Coliseum, renting three complete floors.

This year's National Hotel Exposition is the 41st edition of this show, and it will be held Nov. 12-16. Ralph H. Freeman is chairman.

John E. Mitchell Co. Buys Rights to Mark IV Auto Air Conditioner, Plans National Marketing

DALLAS—All rights to the dent of the company. Purchase of the Oklahoma City organization was prompted John E. Mitchell Co. here, and by the nationwide need for refrigerated air conditioners for initiated, it was reported recently.

The firm has manufactured several "important" mechanical improvements, a new dash model, and a new national distributor organization, he said.

St. Louis HPACC Installs Its Officers for 1956

ST. LOUIS—Phil E. Miller has been installed as the new president of the Heating, Piping & Air Conditioning Contractors' St. Louis Association, it was announced.

Other new officers: Maurice Goldring, vice president; Charles Tanner, secretary; and James Barry, treasurer, the report concluded.

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alco
solenoid
valves

A SOUND INVESTMENT, ALWAYS QUIET



THEY ASSURE DEPENDABLE REFRIGERANT CONTROL WITH LITTLE MAINTENANCE:

- Tight seating for positive shut-off
- Moisture-proof coils to prevent burn-out
- Easy servicing without breaking connections

Add these advantages to your refrigeration systems. ALCO—the most complete line for all types of refrigerant service: liquid, suction or hot gas discharge...brine, water, steam and air.

SEE YOUR ALCO WHOLESALER

Write for Condensed Catalog 20 and Technical bulletins 173 and 182

ENGINEERED...for service...for life

Designers and Manufacturers of Thermostatic Expansion Valves; Evaporator Pressure Regulators; Solenoid Valves; Float Valves; Float Switches.

ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.



Gibson Offers 3/4-Hp. Window Unit Which Plugs In Any Outlet

GREENVILLE, Mich.—Gibson Refrigerator Co.'s newest window air conditioner is a $\frac{3}{4}$ -hp. model available with a two-wire, two-prong service cord designed to plug into any 115-volt multiple outlet circuit.

This low amperage model (GAC 771B) draws less current (7.4) than most small kitchen appliances, according to the company.

"Expensive wiring is eliminated, and the operating costs are low," Gibson said. "Since the unit may be plugged into any outlet, it has great flexibility. It may be transferred from window to window or from house to house wherever an outlet is available.

"Because installation is simplified and special wiring is eliminated, this new Gibson is expected to prove popular with apartment dwellers, families who rent their homes, and small homeowners."

3 York Room Unit Distributors Named

YORK, Pa.—Appointment of three new York room air conditioner distributors was announced recently by J. J. Sullivan, sales manager of room air conditioners for York Corp.

Newly franchised distributors are the Barre TV Supply Co., Wilkes-Barre, Pa.; Briece Distributing Co., Kansas City, Mo.; and Sanborn Electric Co., Inc., Indianapolis.

Barre will cover the trading area including Pottsville, Sunbury, Shamokin, Scranton, Wilkes-Barre, and Williamsport. Briece will cover Kansas and western Missouri. Sanborn will cover the Indianapolis area.

Emerson Ups Tillman To Eastern Sales Mgr.

NEW YORK CITY—Morton M. Tillman, air conditioning district manager for Emerson Radio and Phonograph Corp., has been advanced to eastern regional sales manager of the Air Conditioning Div., it was announced yesterday by Michael Kory, vice president for sales.

Tillman will maintain his headquarters in New York City and will work in close conjunction with the eastern Emerson distributors and their salesmen. He joined Emerson in March, 1955.

Carrier Appoints Dealer

WILMINGTON, N. C.—Temperature Control Co., owned by Julian M. McKeithan, Dwight McEwen, Jr., and R. L. Cowan, Jr., has been appointed authorized dealer for Carrier heating and air conditioning systems.

Amic Adds 1 1/2-Hp. Unit to Built-In Line Lewyt Built-In Unit To Meet Apartments' Open Plan Trend Advertising To Hit \$250,000 for 1-Year

LONG ISLAND CITY, N. Y.—Interior room divisions and Amic Mfg. Corp. has added a greater glass areas, made introduction of the larger unit necessary in order to cool the new larger interior spaces more efficiently," Cahn stated. P. Cahn, president.

The growing trend in apartment building design toward more open planning, with fewer tenant comfort, he pointed out.

trade magazines, while newspapers in key markets, where Lewyt is establishing distributors, are due for large space.

The budget also allows for a display unit which will be used by "installing" dealers at point-of-purchase. Much direct mail is to be used, it was said.

Veeder said that the \$250,000 figure is likely to be exceeded by "several thousands of dollars" as Lewyt enters cooperative newspaper advertising deals with major builders

Unique General Electric continuously bathes

Thrust plate — absorbs fan thrusts and reduces end play noises; assures quieter motor operation under load.

Oil-slingers — (a) aluminum oil-slinger is shrunk on shaft to prevent oil creepage underneath, and double-edged to prevent oil escape over the top, (b) oil-impervious buna slinger is stretched over shaft, prevents oil creepage underneath, double-edged also to prevent oil escape over the top.

"Oil pump" groove on shaft provides continuous positive replacement of cooled, filtered oil on bearing surfaces, thus assuring maximum bearing life.

Wicking — Three bands of special felts; (c) fine felt for giving up oil to oil pump in the shaft; (d) medium textured for re-circulating oil back over cooling surface of bearing housing by capillary action; (e) coarse felt for oil storage.

Internal fan draws cooling air over aluminum bearing housing to draw heat away from oil being re-circulated across inside bearing surface.

Sleeve bearings are babbitt-lined and steel-backed. They are precision machined for accurate rotor alignment.



1/12 TO 1/4 HP 4- and 6-pole, shaded-pole

Kelvinator Appoints Central Ohio Outlet

DETROIT—A Columbus, Ohio firm has been named to distribute Kelvinator and Leonard home appliances in 22 counties in central Ohio, according to A. S. Lawrence, central regional manager for the Kelvinator Div. of American Motors Corp.

Lawrence announced the signing of a franchise agreement with McCleery-Carpenter Elec-

tric Co., Inc. Ira Monroe, vice president, signed for McCleery-Carpenter.

Lawrence said the new distributor's territory is part of the area previously served by Kelvinator's Cleveland zone office.

The Cleveland office will continue to service the northeastern part of Ohio.

McCleery-Carpenter has been a wholesaler of major appliances, electrical supplies, and fixtures since 1921.

York-Shipley Appoints Thiele to Sales Post

YORK, Pa.—D. H. Thiele, franchised agent for The Trane formerly manufacturers' sales Co. He was formerly president agent, Pittsburgh, has joined of the Allegheny Engineering York-Shipley, Inc., as national Co., Pittsburgh, which concern accounts sales manager of the he left in 1949.

general division.

For the past 4½ years, Thiele has operated his own business, specializing in the sale and installation of industrial heating and air conditioning equipment.

Previously, he was employed by R. M. Toucey, Pittsburgh, story building, it was reported.

American Motors Net Hits \$2.5 Million In Final Quarter of '55

DETROIT—American Motors Corp. has been operating on a profit since the beginning of December, reports George Romney, president.

For the quarter ending Dec. 31, 1955, the company realized a special non-recurring profit of \$7,141,920 and had a loss of \$4,629,352, with no tax recovery, from ordinary business operations, he said. These items together resulted in a net profit of \$2,512,568 for the quarter. The corresponding period last year resulted in a loss of \$10,870,088 from ordinary business operations before a tax recovery of \$5,410,000, for a net loss of \$5,460,088.

The non-recurring profit of \$7,141,920 came from the sale of 400,000 shares of Ranco Inc. stock in November. AMC remains the largest Ranco stockholder with a 21.7% stock interest, Romney said.

Net sales for the December, 1955, quarter were \$99,180,965 compared with \$77,168,146 a year ago.

Unit production of appliances was 311,295 for the same four months this year compared with 221,124 a year ago, or a gain of 40.8%. January appliance production was up 62.9%.

'Leisure Living' Freezer Campaign Announced by EEI

NEW YORK CITY—"Freezer Living is Leisure Living," a campaign to acquaint the housewife with the advantages of electric freezer living, has been announced by the Edison Electric Institute.

Part of the 1956 coordinated promotion programs, the campaign will extend through May, June, July, and August.

In making the announcement, Robert L. Coe, chairman of the EEI Residential Promotion Committee and residential sales manager of Union Electric Co. of Missouri, stated that utilities and dealers used nearly 14,000 sets of similar freezer material in 1955.

With the expected increase in freezer and refrigerator-freezer sales in 1956, the participation in the EEI freezer promotion will increase materially, he said.

The EEI Freezer Subcommittee prepared the 1956 material. The chairman is Robert B. Denhardt, new business development manager for Central Hudson Gas & Electric Corp.

The promotional kit for the coordinated campaign contains wall and window banners of varying sizes and shapes, and a salesman's reminder with adhesive back to place on the door or cover of the appliance. Also available is a consumer's leaflet to give to store traffic. The material is in several colors.

Samples of the campaign material has been distributed to national publicity media, utilities, manufacturers, and related organizations. The deadline for orders is Feb. 24, with bulk shipments going to utilities on March 16.

shaded-pole motor bearing itself with cool, filtered oil

Special "oil pump" on shaft plus oil impervious slingers permit sealed-in lubrication for MAXIMUM BEARING LIFE

In a continuous cycle, a cooled and filtered oil supply is re-circulated through unique G-E shaded-pole motor bearings. Oil is *sealed-in*, eliminating need for re-oiling and permitting maximum bearing life plus quieter operation. Just how sealed-in lubrication works is described in the illustration at the left.

Sealed-in lubrication on G-E shaded-pole motors is just one feature that makes these shaded-pole motors your best buy. Additional features of G.E.'s new 1/12 through 1/4 hp line of shaded-pole motors for larger fan drive ratings are:

Moisture-resistant resin insulation permeates every crevice and air space in slots, and between windings—dries hard and durable.

Forced internal ventilation from aluminum fan blades means cooler operation for longer bearing and insulation life.

Shell-type construction makes possible a short, lightweight, double-end ventilated motor—helps increase temperature differential between winding and bearings for longer life.

Aluminum end castings of new design are sturdily

constructed to assure precise bearing alignment. Generous ventilating openings provide optimum cooling.

New cushion rings are firmly clamped in place and with bonded outer ring hold motor firmly in its base under rigorous shipping conditions; also provide for quieter, vibration-resistant operation.

Pressure-cast aluminum rotor and fan blades help dissipate rotor heat for cooler, longer life bearings and insulation.

Short length of these new motors permits you to design more compact, better-looking products. Saves on your materials, too.

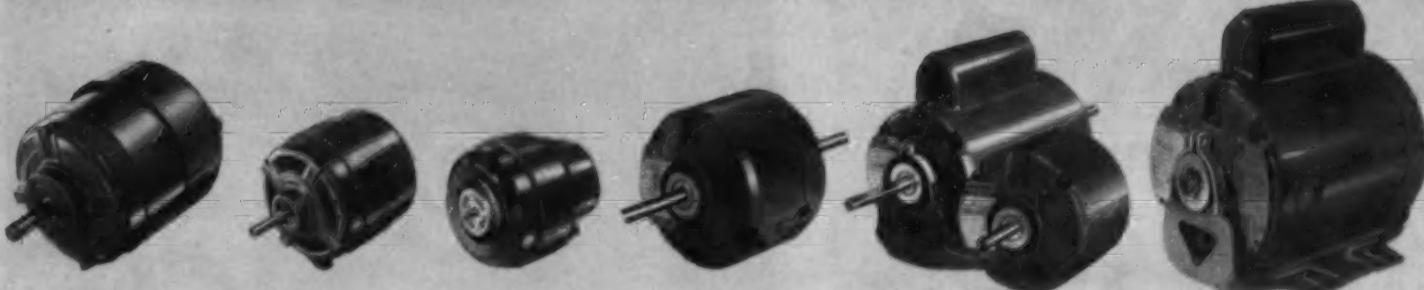
Three-way mounting is offered on this line of G-E shaded-pole motors: cushion end-rings, thru-bolts, resilient cradle bases. Also available are extra-high bases, and Quick Clamp mountings.

EXPERT APPLICATION HELP from G-E engineers is available to you. For complete shaded-pole motor service, contact your local G-E Apparatus Sales Office. Or write for Bulletin GEA-6134 to Section 632-1, General Electric Co., Schenectady 5, N. Y.

Progress Is Our Most Important Product

GENERAL ELECTRIC

SETTING THE PACE IN MOTORS FOR THE AIR CONDITIONING AND HEATING INDUSTRIES



25 MHP TO 1/12 HP shaded-pole and perm. 4-pole, shaded-pole split cap.

15 TO 35 MHP 2-and 4-pole, shaded-pole

1.5 TO 16 WATTS 4- and 6-pole, shaded-pole

35 MHP TO 1/2 HP, perm.-split-cap.

1/6 TO 1/2 HP, split-phase

1/6 TO 3/4 HP, capacitor-start

Inside Dope

By GEORGE F. TAUBENECK

(Concluded from Page 1, Col. 1)

through the evening in a haze of happiness—at least six feet off the ground.

Life's Finest Blessing

Friendships are the most important, the most wonderful, the most satisfying experiences in this fleeting life of ours.

And even if that glorious assemblage of grand friends had gathered Feb. 8 to celebrate Chiang Kai Shek or Harry S. Truman instead of "Dope," your humble correspondent would have been supremely happy. It was such fun being together!

Although the affair spilled over into the better part of two days, we didn't have nearly enough time to spend with anyone who came. So many memories crowded up of things so many of us had done together in various parts of the country—businesswise and otherwise—

that collectively we could have reminisced for weeks.

And believe us, that's a piece of unfinished business.

"Dope" hopes it will be possible to spend reminiscing time with each and every one of you in the months to come.

Nearly everybody who was there wished "Dope" another 25 years on this job. Therefore, we deem that desire to be an obligation. Father Time, sheathe that scythe! To paraphrase a currently popular song: "If St. Peter calls me, I can't go: I owe my soul to the industry store."

No Words In the Dictionary

Out of that "haze of happiness," fulsome friendship, and burgeoning businessmanship, a few high moments pop up:

1. *The steaks.* It's part of our job to attend luncheons and banquets, either as listener or speaker, in wholesale quantities. And it's axiomatic that such mass-produced meals cannot be epicurean delights. That one was. The individual excellence of those New York Cut sirloin steaks perhaps was the supreme tribute—tangible evidence of the

affectionate care bestowed by the Testimonial Committee in planning the affair.

2. *The personal warmth.* Universal reaction: "Best time I ever had." Never before had our industry's leaders congregated except to sell somebody something. On this occasion past differences of opinion and competitive tensions were left behind. Warm personal relationships were amalgamated on a huge scale and cemented unforgettable, we have been told since.

3. *The golden touch.* This was a silver anniversary, but the style in which it was conducted was pure gold. From the handsome background settings, appropriate music, incredibly good food, lovable cast of characters, and smoothness of operation it was a tremendous demonstration of the organizing genius of Cecil Boling, Cloud Wampler, and their all-star, All-American committee.

How can one say, "thank you," with adequate emotional import? Darned if we know. "Dope" writes and talks for a living. He's in "the word business." But he can find no words in the dictionary to express his

appreciation for this Night of Happiness.

As a matter of fact, he has been almost speechless ever since Carrier's Board Chairman Cloud Wampler, in his stirring voice and with his impressive sincerity, closed the formalities by saying:

"We believe in you, George Taubeneck, and we believe in what you're doing. Gathered here together tonight are hundreds of your friends. You have their respect, their admiration, and even their devotion. There is nothing more important we could give you than this unqualified expression of our belief in you."

How lucky can a fellow be?

Footnote on Greg

Son Greg was perched near the speaker's table busily engaged in tape-recording the speeches. Dozens of people told us later that their biggest kick of the evening was watching his reactions.

Any father of a teen-age son knows that the latter—who at that age is striving to become a person in his own right—seldom is impressed with the Old Man.

Greg hasn't said much about the testimonial dinner. But the candid snapshot at the bottom of this page—captured at the dinner by George Hanning—is the most treasured memento we possess.

day from the Women's National Book Association. They chose 'em; not he.

Here are the first 34 titles they sent him:

"Andersonville," "Bass in America," "Americana," "Football's Greatest Coaches," "Utopia 1976," "The Bridge Player's Bedside Companion," "Longfellow," "Cartoon Treasury," "Fireside Cookbook," "Andrew Jackson," "Field and Stream Treasury," "The American West," "A Treasury of the Familiar," "Beyond Courage," "A Dream of Kings," "Papa Married a Mormon," "A Volume of Places," "The Saga of American Football," "In the Thick of the Night," "The Oxford Nursery Rhyme Book," "Jefferson Davis," "New Found World," "New Yorker Cartoons," "The Struggle for the Border," "After You—Marco Polo," "The Sound of White Water," "I Traveled a Lonely Land," "Home by the River," "The Wonderful World of the Seashore," "Lancelot My Brother," "North American Birds of Prey," "Animals and Other People," "Breakneck Pass," and "Saddles to Santa Fe."

How much is the man expected to do for his country?

Brotherhood Week

Wise is the man who is behind himself, instead of ahead of himself. Then he can see himself as others see him.—GUY MCKAY.

A light heart lives long.—SHAKESPEARE.

Much more happiness is to be found in the world than gloomy eyes discover.—NIETZSCHE.

I have learned in life that the reward of work well done is always more work.—EVERETT LEE.

It matters not how a man dies, but how he lives.—H. C. WADE.

Has not God borne with you these many years? Be ye tolerant to others.—HOSEA BALLOU.



Greg, "Dope," Phil Redeker.

Meet Today's Demand for

FASTER WORK and BETTER INSTALLATIONS with IMPERIAL TOOLS

HI-DUTY® TUBE CUTTER

The outstanding favorite with refrigeration men everywhere. Has free-wheeling ball-bearing action. Roller type with flare cut-off groove. Retractable reamer. IMPERIAL No. 274-F... for $\frac{1}{8}$ " to 1" O.D. tubing. Other models for tubing up to 2 $\frac{1}{4}$ " O.D.

ROL-AIR® FLARING TOOL

Flares—then automatically burnishes. Embodies a lost-motion-mechanism, which causes flaring cone to burnish flare to a highly polished finish, assuring tighter joints. Flares are rolled in the air. IMPERIAL No. 500-F flares 6 sizes of tubing 3/16" to 5/8" O.D. Also many other models.

LEVER-TYPE TUBE BENDERS

Calibrated open side benders. Make smooth well-formed bends to a short radius—any angle up to 180°. IMPERIAL No. 364-FH—individual bender required for each size of tubing from 3/16" to 3/4" O.D.

GEAR-TYPE TUBE BENDERS

Will bend any kind of tubing. This new universal gear-type tube bender makes smooth precision bends even on hard temper copper or heavy steel tubing. Also pipe. Compact, strong, light in weight. Individual benders for $\frac{1}{8}$ " to 1 $\frac{1}{2}$ " O.D. tubing. IMPERIAL No. 270-F.

SERVICE VALVE KIT FOR HERMETIC UNITS

Handles an increased number of hermetically sealed units. Valve, wheel handle and gauge are kept completely assembled, ready for use. Includes 9 adapters, 6 wrenches, 5 gaskets, plug, set screw wrench, and instruction chart. Sturdy metal case. IMPERIAL No. 189-F.

See Your Dealer
Ask for Bulletin 81

THE IMPERIAL BRASS MFG. CO., 834 S. Racine Ave., Chicago 7, Illinois
In Canada: 334 London Avenue, Toronto, Ontario

VALVES • FITTINGS • DRAINS • CHARGING LINES
TOOLS for Cutting, Flaring, Bending, Flare-OFF, Swedging

IMPERIAL

Dealer Gets More Air Conditioning Leads In January than June by Taking Advantage of News Story Warning of \$36-a-Ton Yearly Extra Water Charge

OMAHA, Neb.—This is how extra water charges for air conditioning retailer took a news story and promoted it into 107 leads for residential air conditioning in 10 days . . . with the temperature outside ranging from -12° F. to 20° F.

The firm is the Sidles Conditioned Air Co., Airtemp dealer.

The chain of events as outlined by A. A. Koenig, division manager of Sidles, is as follows:

Jan. 4. The Omaha water district announced that "a surcharge of \$36 per ton a year is in effect on each ton of capacity of water-cooled air conditioners that do not reuse the water." This story appeared on the front page of the Omaha *World Herald*.

Jan. 6. Sidles broke an ad that headlined "Don't Pay Extra Water Charges for Air Conditioning." The ad went on to say that Airtemp air conditioning was waterless—hence no tax for water use.

Jan. 7. Radio spots in key news programs started out with the simulated news heading of "Air Conditioning experts advised Omahans today not to pay

FTC Complaint Charges 'Guard Against Colds' Advertising Is False

WASHINGTON, D. C.—Trion, Inc., McKees Rocks, Pa., has been charged by the Federal Trade Commission with falsely advertising that its air filter device will guard against colds and other respiratory infections.

A commission complaint charges the firm with advertising that the device, variously named Trion Electronic Air Cleaner, Electric Air Cleaner, and Electric Air Filter, will remove "Over 90% of air-borne bacteria and virus. . . ."

Other advertisements claim use of the device will result in: "Fewer Colds and Other Diseases," "Lower doctor and drug bills," and ". . . germ-free . . . air."

In fact, the complaint alleges, respiratory infections are contracted by germs, bacteria, and viruses spread through close personal contact and through coughing, sneezing, and talking.

The likelihood that such infectious materials would pass through respondent's device is so remote that, from any practical standpoint, said device would be of no value in preventing colds or other respiratory infections."

Contrary claims, the complaint charges, deceive the public and violate the FTC Act.

The parties are granted 30 days in which to file answer to the complaint. A hearing is scheduled for April 24 at Atlanta, Ga., before an FTC examiner.

York Names Distributor

YORK, Pa.—Electric Constructors, Inc., Birmingham, Ala., has been named wholesale distributor of York room air conditioners, it was announced recently by J. J. Sullivan, sales manager of room air conditioning, York Corp.

Robert Mason, sales manager at Sidles Conditioned Air, said, "The week of Jan. 9 through the 14 chalked up 82 leads, five sales, and between the 9th and 20th, a two-week period which saw a snow storm and temperatures dipping to -12°, we closed 12 sales and have estimates out on 25 more, including 12 for converting water-cooled units to Airtemp air-cooled units."

Ben Wiseman, the advertising manager of Sidles commented in early January.

that "it was a natural for us. The moment we heard the news on the water tax we moved. And from here it looks like we'll be able to keep this 'Don't Pay Extra Water Charges' alive and producing results for some time to come.

"Leads have come in from 160 miles away. Our engineers and salesmen are working overtime trying to handle six times the estimates we normally process

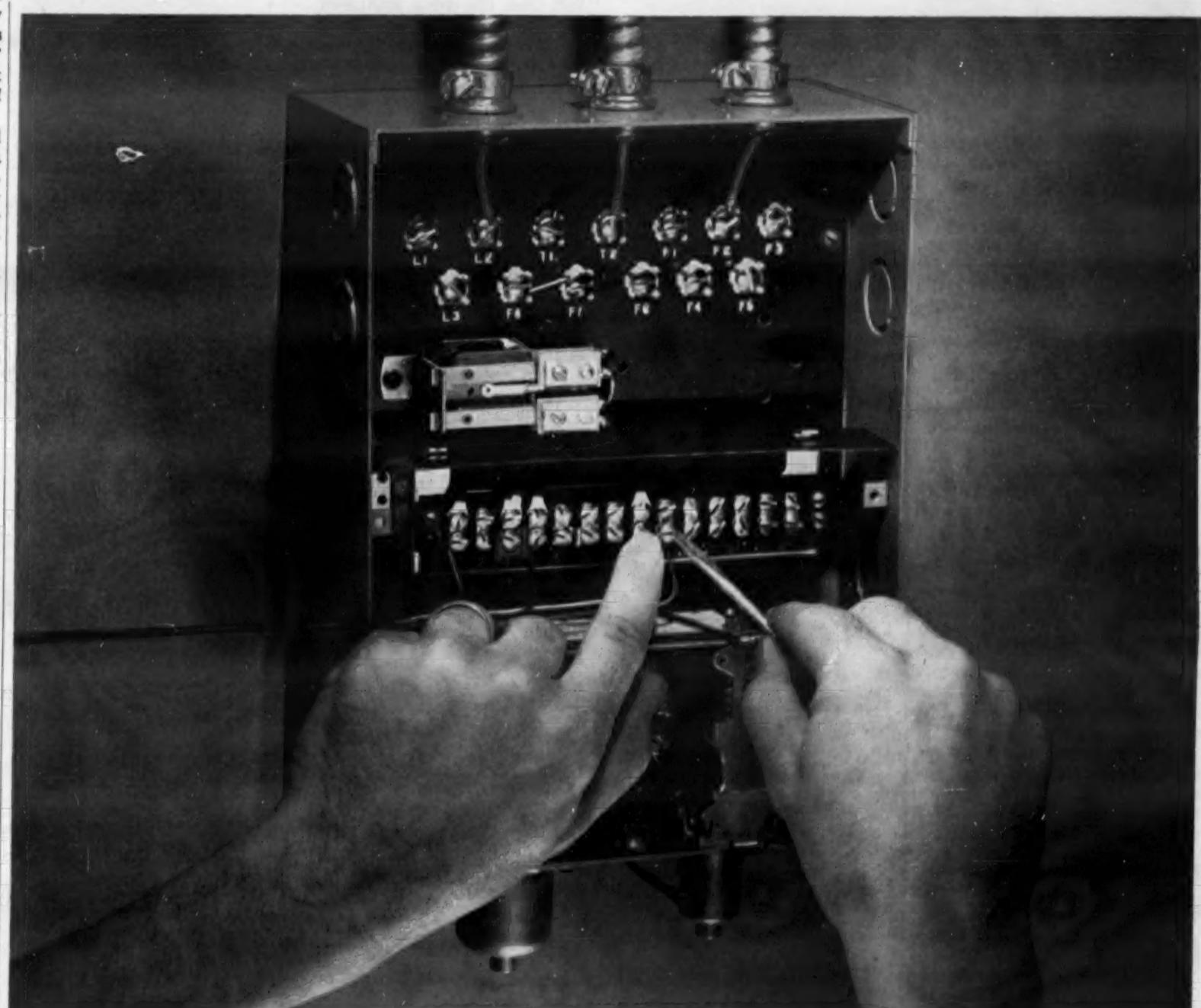


W. H. HAAG



DON V. PETRONE

AS reported in the Feb. 13 issue of the NEWS, Haag was elected vice president for manufacturing for Hupp Corp., and Petrone vice president for sales. Petrone will also continue in the capacity of president of the Typhoon Air Conditioning Co. Last week it was announced that Hupp had purchased a controlling interest in Gibson Refrigerator Co.



ONE-UNIT AIR CONDITIONING CONTROL SIMPLIFIES WIRING

See how easy it is to make wiring connections in the Series 753 . . . both line and low voltage terminals are easily accessible in this "clean-cut" panel assembly.



Exterior view of Series 753 residential air conditioning control center.

PENN CONTROLS, INC.

Goshen, Indiana

Automatic Controls For Heating, Refrigeration, Air Conditioning,
Gas Appliances, Pumps, Air Compressors, Engines

1955 Philadelphia Distributor Sales Of 6 Major Items Top 1954 Volume

	Air Conditioners		Home Freezers		Refrigerators	
	1955	1954	1955	1954	1955	1954
January	1,362	1,761	964	544	6,657	5,517
February	1,821	4,700	1,061	571	4,003	5,354
March	3,801	5,144	1,348	744	5,962	5,678
April	2,475	4,957	894	951	5,353	5,148
May	5,222	5,089	834	770	6,354	5,378
June	4,536	6,410	801	980	7,290	6,917
July	13,640	1,585	762	847	9,593	5,998
August	3,965	506	857	1,117	7,501	5,848
September	241	138	813	792	6,044	5,618
October	209	41	596	764	4,939	3,889
November	1,803	21	807	843	6,415	4,347
December	766	789	491	789	5,874	3,895
Total	39,641	31,141	10,228	9,712	76,585	63,585

PHILADELPHIA — Distributor sales of six major appliances to dealers in a five-county area around Philadelphia during 1955 all showed gains over 1954 sales, the Electric Association of Philadelphia reported recently.

Room air conditioner sales for the year were 27% ahead of 1954. Clothes dryer sales gained 31%, refrigerators 20%, dishwashers 18%, ranges 10%, and home freezers 5%.

The report covered sales in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, all in Pennsylvania.

Room air conditioner sales, broken down to monthly totals, showed a considerable change in pattern during 1955 as compared with 1954. In the earlier year, approximately 28,000 out of a total of 31,141 units were sold in the first six months, with sales rather steady over five of these months. They dropped sharply in July and almost disappeared entirely in November.

In 1955, however, sales remained well below 1954 levels in all months of the first half, except May when they slightly topped the 1954 figure. Less than 20,000 units were sold in the half.

Then came sizzling July and the deluge. A total of 13,640 units were sold in that month, better than one-third the full year total of 39,641. August,

Motor Products To Discontinue Deepfreeze Despite Shift In Control

DETROIT — Plans of Motor Products Corp. to discontinue operation of its Deepfreeze Appliance Div. have not been changed since a buying group headed by two Chicago industrialists gained control of Motor Products, according to R. J. Nixon, president.

Arnold H. Maremont and Victor Nemeroff of Chicago and two associates, Allen Stults of Chicago and Leonard S. Sheriff of New York, recently asked for and received places on the Motor Products board after showing directors they had a controlling stock interest.

Since the group already had one representative — Fred Kauffman of New York — on the board, it now controls five of the nine seats.

Maremont said no change in management was planned and "we don't have in mind any change in the company's products." However, Nixon said the company would proceed with its plans to terminate Deepfreeze operations on March 31 and dispose of or liquidate the Deepfreeze plant at North Chicago.

just below the figure for December, 1954.

Clothes dryer sales were consistently better, month by month, in 1955 than in 1954. Only exceptions were July and December.

Refrigerator sales also were better month for month in 1955 than in 1954. Sole exception was February. The July heat wave also sparked refrigerators to their best month of the year.

Freezer sales got off to an excellent start, with one-third of the year's total moving in the first quarter. In that quarter, sales were about 50% ahead of 1954.

But then the drive sputtered. Sales fell behind 1954 figures for every succeeding month except May and September, when they managed to better 1954 slightly. Hot July did nothing for freezer sales.

Range sales in 1955 exceeded 1954 in every month except June, September, and October.



Keys To RCA-Whirlpool Freezer Plant

JOHN W. Krueger (right) vice president of Whirlpool-Seegeer and general manager of the Evansville Div., received the plant keys from Chas D. Harris, Harvester plant manager. First production in the newly acquired plant will be horizontal and vertical freezers of the RCA Whirlpool line, it was indicated.

Now you can specify to replace high cost copper

New Whiting spun-in-offset process turns out aluminum parts in production quantities for the first time!

Substitution of low cost aluminum for copper now a practical solution to lowered end-product manufacturing costs.

Never before was it possible to spin aluminum in economical, high volume production runs... never before was it possible to spin offset. Whiting is the first and only source to offer both of these great manufacturing economies in one package. Not only does this exclusive, patented Whiting development make it possible for the substitution of low cost and plentiful aluminum for copper, but *there is no bending or fracturing of tubular parts in the process*—less scrap!

Further economies are possible with the

Whiting Spun End Process because many forming operations—reducing, necking, closing, etc., are combined in one simple, inexpensive operation. Tool cost is only a fraction of that required to obtain similar results by deep drawing. Leakage through soldering or welding of joints is virtually eliminated! Here is truly the end-product manufacturer's first opportunity in years to reduce costs through practical substitution of aluminum for copper, and better production methods at the source of supply.



WHITING TUBULAR PRODUCTS

ANYTHING THAT CAN BE SPUN IN COPPER
CAN BE SPUN IN ALUMINUM



Electronic Control Attunes Met Heating, Conditioning to Outdoors, Size of House

NEW YORK CITY — The electronically controlled temperature needs of the mammoth interior of the Metropolitan Opera House is in absolute pitch with this winter's weather and its patrons, thanks to an electronic temperature "tuning fork."

The Met's heating and ventilating system is automatically regulated by a new electronic control system. Designed by engineers of Minneapolis-Honeywell here, the new system proportions indoor temperatures according to the outside weather and the size of the house.

This is accomplished, explains Anthony Orlando, M-H engineer on the project, by using both indoor and outdoor electronic thermostats. These units feed signals to a control center where a relay amplifier elec-

tronically computes the tem-

perature needs.

To check on conditions throughout the five-tier auditorium, there are six electronic thermostats strategically located. Each is capable of detecting the extra body heat given off by the addition of a handful of new patrons in minutes.

The control system is primarily used for regulating the ventilating system, Orlando said.

He pointed out that the Met, like any other public auditorium of comparable size, rarely finds it necessary to heat the interior during a performance. The accumulated body heat, coupled with the heat fed into the interior before the show starts, provide enough warmth.

The problem then is one of

controlling the ventilation. In performing this function the control system is capable of completely changing the air in the auditorium once every six minutes.

Collaborating on the project with the M-H and Metropolitan's technicians was John Skidmore of the engineering firm of Gussow & Skidmore.

Smoke Abatement Chief Hails Heat Pump Plan

DETROIT — Announcement that the Detroit Edison Co. would use five heat pumps to cool and heat its new office building in nearby Pontiac won the approval of Benjamin Linsky, chief of the Detroit smoke abatement bureau.

Linsky liked the idea of the heat pump because, he said, "this machine cannot pollute the air, since there are no products of combustion in its operation."

Unarco Names Chicago Sales Representative

CHICAGO—Sweiger-Davidson Co. has been named Chicago metropolitan area sales representative for Union Asbestos & Rubber Co.'s heating and air conditioning products.

Announcement of the appointment was made by L. H. Kramer, general manager of the Heating & Cooling Div., who said the company will represent Unarco in Cook, DuPage, Kane, Will, and Lake counties in Illinois and in Lake and Porter counties in northern Indiana.

Sweiger-Davidson is headed by Robert C. Sweiger and Lou Davidson. Classmates at Illinois Institute of Technology, they both received engineering degrees in 1945.

Sweiger and Davidson said they plan on selling through heating and air conditioning distributors and contractors.

Worthington Year-Round System To Air Condition Chilean Law School Bldg.

HARRISON, N. J.—The new Valparaiso University Law school building now nearing completion on the university campus, Valparaiso, Chile, will be cooled in summer and heated in winter by a Worthington air conditioning system, it was announced here.

The new four-story building with its 20 classrooms, auditorium, gymnasium, library, etc., will be equipped to handle 500 students.

In designing the building, noted architect Enrique Marchetti drew upon contemporary Italian styles.

"His use of unbreakable glass and imported Venetian tiles on floors, interior and exterior walls, introduces important architectural innovations which may set the style for other new buildings planned for Latin America," it was noted.

Vicente Galfano of Foram Chilena Limitada, Worthington climate engineer headquartered in Santiago, Chile, says, "Both the architectural design of the building and the air conditioning system that cools and heats it are considered to be the most outstanding of their kind in Chile."

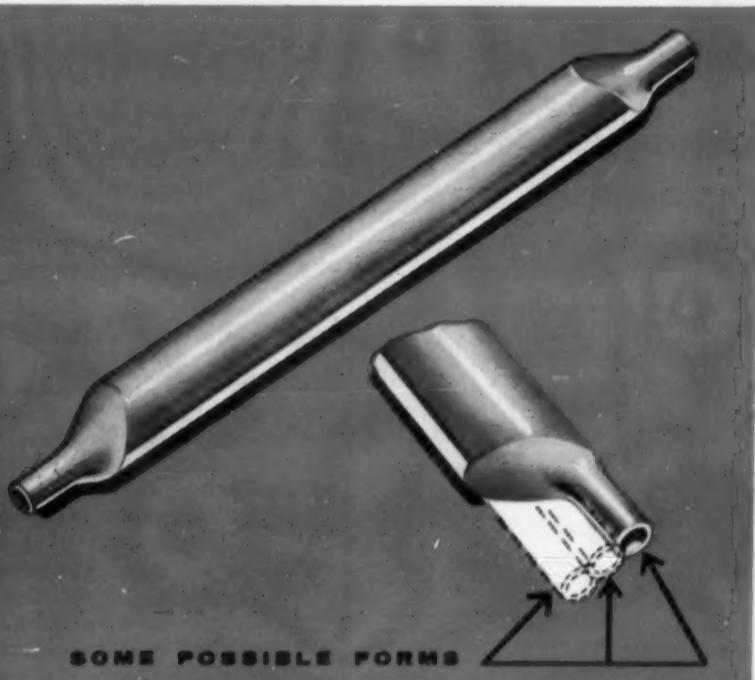
Complete with control mechanism, the system consists of such Worthington equipment as four central station units, five packaged units, one evaporative condenser, and one compressor. Air for the system is distributed throughout the building by hidden ductwork situated on the roof directly over the main lecture hall.

Two of the central units will be utilized exclusively to heat the entire building during winter months. The other two central units have been hooked up to provide 60 tons of cooling for the auditorium, alone, during the summer months.

Cooling for the classrooms, library, and other areas of the building will be provided by the five packaged units. In all, the central and packaged units supply 80 tons of refrigeration. Depending upon the season, the system will provide temperature variations of 20° for cooling or heating the building.

The system was designed and installed by Aire Acondicionado Arco, Ltd. of Santiago, Chile, contractor, in conjunction with Worthington's distributor, Foram Chilena Limitada, who supplied the equipment.

low cost aluminum for many tubular parts!



SOME POSSIBLE FORMS

WHITING TUBULAR PRODUCTS, INC.

... specializes exclusively in processes for the better manufacture and design of small diameter tubular parts in all ferrous and non-ferrous metals. Specialization has made it possible for continuous and intense research into the engineering design, and manufacturing cost problems of many industries. The patented Whiting Aluminum Spun End Process is a typical, not an isolated, example of progress possible when qualified specialization goes to work.



We serve industry through production design, research, and engineering. We have made millions of parts and assemblies for producers of air-conditioning, commercial and domestic refrigeration equipment, and their sub-contractors.

We shall be pleased to serve you in any way that we can. If you are a manufacturer, please write for full information on your letterhead. Our catalog, describing Whiting services in detail, will be forwarded at once.



WHITING TUBULAR PRODUCTS, INC., 18300 James Couzens Highway, Detroit 28, Mich.

For more information about products advertised on this page use Information Center, page 26.

ASPIR-JET SPRAY NOZZLES RAISE TOWER EFFICIENCY

The swirling, atomizing action of the water as it goes through the Aspir-Jet means more effective heat transfer and higher efficiency from any spray-filled cooling tower. Pressure as low as 1/2 pound gives effective water break-up and distribution. Formed of butyrate plastic, Aspir-Jets will not corrode.

Available through Refrigeration and Air Conditioning Wholesalers.

Manufacturers & Refrigeration Wholesalers: If you are not now using or stocking this outstanding new product, wire or write

THERMAL AGENCY
National Sales Agents
1515 DALLAS • HOUSTON, TEXAS

Frozen Food Distributors Advised To Boost Retail Storage Space, Not Build Warehouses

WASHINGTON, D. C.—F. D. Newell, Jr., president of the National Association of Refrigerated Warehouses, told frozen food packers and distributors at the National Frozen Food Convention in New York that it would be "more profitable for them to invest in cabinet space at the retail level—where the actual shortage of storage space exists—than to invest in additional private warehouse construction."

Speaking at a "Public vs. Private Warehouse" session, he said distributors, by helping to increase cabinet and backroom storage space at the retail level, can cut their distribution and handling cost—as a result of

Urges Use of Complete Cost Figures

He recommended that the packers and distributors use complete cost figures in analyzing savings to be realized through private warehousing. Also, he suggested that they

consider what their return would be if a like amount of capital were invested in their prime or principal business.

"There are some cases," Newell said, "where private warehousing provides the most economical approach in refrigerated warehousing."

"But," he emphasized, "I do not mean to imply that all private warehouses now being operated are economically sound—quite to the contrary. Some private warehouses are economical and some are not."

"For example, many refrigerated warehouses constructed for private use are now being operated as public warehouses because they did not pay their

way as private houses.

"I speak from personal experience here, because I now operate a public warehouse that was originally constructed for private use. Fortunately, for the owners, our plant was located in an area that made it possible to adapt this facility to public storage. Other companies have not been as fortunate."

"There are some instances today," he continued, "of distributors, who have previously constructed private warehouses, and who are returning to lease space in public warehouses."

"Remember," he cautioned the distributors and packers, "your cost or your anticipated savings are not determined in one, two, or three years. The results are not actually determined until the plant is fully charged off."

Disadvantages of Private Warehousing

Newell went on to point out

some of the disadvantages of private warehouses being constructed today.

The disadvantages of private distribution warehouses as compared to public warehouses according to Newell are:

1. Normally, the size of the warehouse does not afford a reasonable cubic foot cost compared with similar space in a public warehouse.

2. Most often the refrigeration system, and particularly the compressors, condensers, and similar equipment, has a much higher per-ton cost than equipment in public facilities.

3. In most cases electrical power is purchased at a much higher rate than it costs the public warehouse user.

4. In many instances, the distributor is tying himself to a long term investment write-off, with space that will be inadequate five or 10 years hence.

5. Some of these facilities are being constructed with no provision for expansion, and much of the equipment is not adaptable to an enlarged operation where space is available.

Seasonal Use of Private Warehouse Cited

Turning his attention to packer warehouses, Newell said: "It is a well known fact that high annual occupancy is the important ingredient in producing a successful operation."

"Most public warehouses," he said, "do a considerable volume of business with customers who have need for our facilities to a greater degree in one season than another. The combining of these customers with different seasonal demands in one facility assures a higher occupancy than in a private warehouse."

C. Q. Sherman Associates Promotes Bud Wilks

MT. VERNON, N. Y.—C. Q. Sherman Associates, Inc. here, developer and merchandiser of commercial refrigerated equipment, announces the promotion of Bud Wilks to vice president in charge of the Special Products Div.

Formerly sales manager of the parent firm, Wilks has more than 10 years of merchandising experience in the plastics field.

The Special Products Div. recently assigned its advertising to D. C. Smith, Inc., New York.

ORIGINAL?



YES, STANDARD FOR ORIGINAL EQUIPMENT REMCO SUPER-FLO FILTER-DRIER

Remco equipment is *Original Equipment Standard* to 112 American manufacturers of air conditioning and refrigeration equipment. Users of the Remco Super-Flo Filter-Drier know why the low-cost Super-Flo is O/E Standard.

Remco's Super-Flo gives massive depth filtering with a fiberglas bag which removes unprecedented quantities of the most minute foreign particles. The unexcelled molded Remcal drying element will continue permanent refrigerant drying at peak efficiency even at liquid-line temperatures thru 200°F. To top it all, there's excellent acid control and no measurable pressure drop!

Remco's Super-Flo for Freon 12 and 22 is available in brass or low-cost steel, with flare, sweat or silver brazing connections. Bursting pressure minimum for steel is 2400 psi, and for brass thru 2250.

For automotive air conditioning the Super-Flo is available in Receiver-Filter-Drier and Receiver-Filter-Drier Liquid-Indicator combinations. Whatever the application, Super-Flo is America's standard for *original equipment*.

ATTENTION, WHOLESALERS!

Write today for Remco's O/E Standard Book so you'll know what replacement parts your customers need.

96 STANDARD

REMCO INC.
ZELIENOPLE, PA.

For more information about products advertised on this page use Information Center, page 26.

IDEAL
Speed-Freeze
PRODUCTS

**BEVERAGE COOLERS AND
INSTANTANEOUS DRAFT
BEER COOLERS.
(With Refrigerated Faucets)**

WRITE
IDEAL COOLER CORPORATION
2951 EASTON AVE. • ST. LOUIS 6, MO.

York Acquires Houston Firm As Subsidiary

HOUSTON, Texas — Coastal Equipment Co., Inc., York Corp. distributor in Houston, has been acquired by York and is now a wholly-owned subsidiary incorporated under the laws of Texas as York-Houston Sales, Inc.

This was announced by J. K. Louden, vice president, Commercial Div., York Corp., at a luncheon in Houston attended by over 40 representatives of major business interests in the Houston area.

M. D. Jenkins, senior vice president, First National Bank of Houston, was host for the meeting. In the evening, another well-attended meeting was held for York dealers in the vicinity to outline future policies and objectives.

"The predecessor company of York-Houston Sales, Inc., has handled commercial-sized 'packaged' units in the Houston-Beaumont - Galveston - Port Arthur territory since 1945," said Louden.

"However, increased demands for air conditioning and refrigeration, particularly air conditioning for new buildings and for modernization of existing residences, have taxed the facilities of Coastal, with the result that York Corp. has taken over these services and will offer a more complete and thorough program through York dealers.

Louden pointed out that York-Houston Sales will be aided by the direct factory headquarters which York has maintained in Houston since 1927.

This office has enabled York to provide direct contact and service on all types of large air conditioning and refrigeration installations through its own sales engineering group and, on smaller installations, through a separate organization of distributors and dealers handling commercial-sized "packaged" units, he said.

"The existing sales and service organization of Coastal will be maintained and supplemented by other York personnel soon to be appointed," said Louden.

"Joseph G. Thompson has been named president and general manager. Widely known in Houston advertising and merchandising circles, Thompson has had a successful business career of some 25 years in Houston."

Stoddard Names Blanton As General Manager

CHICAGO — Stoddard Industries, Inc., has announced the appointment of James Blanton as general manager.

Blanton had been general sales manager, and was responsible, according to Ford Stoddard, president, for establishing and carrying out sales policies.

The company manufactures and markets a line of lifetime plastic filters under the trade-name "Dust-magnet."



J. B. Blanton

UsAirco Launches Residential Drive With Series of District Sales Meetings

MINNEAPOLIS — United States Air Conditioning Corp.'s sales techniques for 1956. The company anticipates a drive for a growing share of the 200% increase in sales by 1958 in the south and southwest to owners of existing homes, a market to which particular attention will be given by the company, Kelley reports.

"Growing acceptance by local lending institutions of the importance of residential air conditioning in today's living standard is making home improvement loans more readily available and stimulating sales of cooling equipment," he asserts.

The company looks forward to particularly active selling of its "Kooler-aire" waterless home air conditioning equipment.

Dates and local representatives sponsoring the meetings are as follows: Houston, Feb. 20, L. E. Minns & Co.; San An-



A three-day national conference of Viking Air Products sales representatives in Cleveland was climaxed with the presentation of plaques to the outstanding salesmen of Viking blower assemblies during 1955. Shown receiving a token plaque from Robert V. Main (left), Viking manager of manufacturing sales, are (left to right): M. F. (Mack) Mackenzie of Naperville, Ill., winner of the Viking New Customers Award for securing the most new business; W. L. (Bill) Siebenthaler of St. Louis, who received the Viking Blower Assemblies Sales Award for producing the greatest percentage increase in sales in a given territory; and J. C. (Jack) Carman of Detroit, named to the Manufacturers' Approvals Award due to his score of 100% AGA and UL approvals of Viking blowers, opposed to the number of sample blowers ordered by manufacturers of summer and winter air conditioning units.

tonio, Feb. 22, R. M. Dawson; March 2, Don R. Groth; and Dallas-Fort Worth, Feb. 24, J. New Orleans, March 7, Lamatt D. Higgins Co.; Oklahoma City, Agency.

ANOTHER "BEST BUY" BY PEERLESS

Weather Beam Air Conditioner

For Connection to Remote Direct Expansion or Chilled Water Cooling System or to Remote Hot Water Heating System

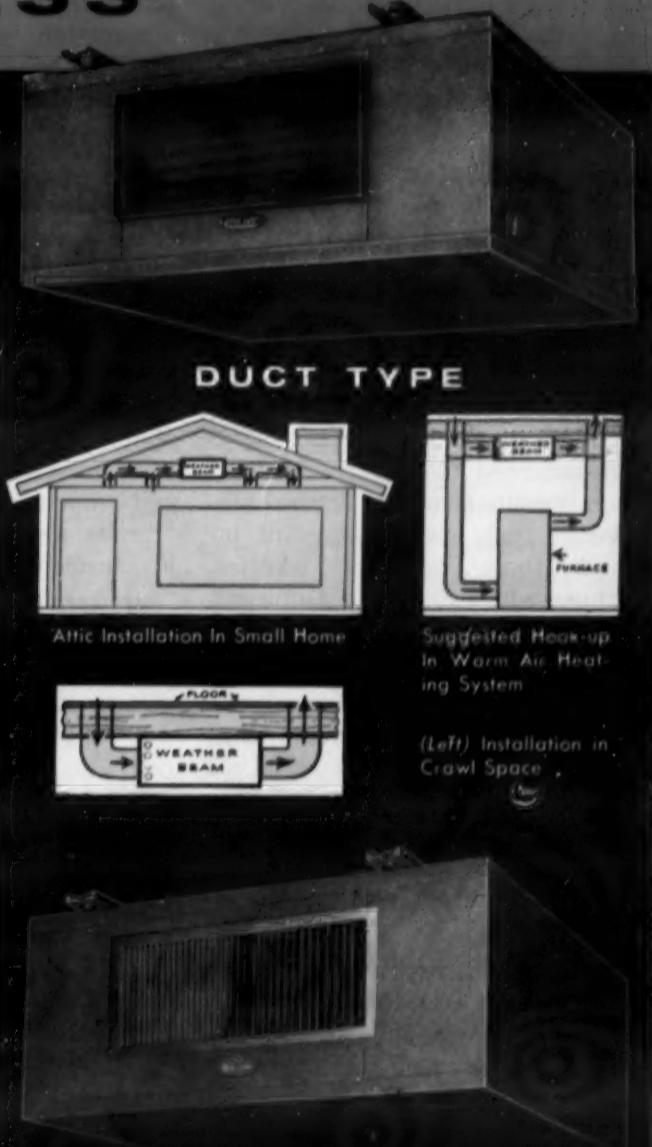
For a satisfactory air conditioning installation, choose the Peerless Weather Beam. Its high efficiency, beauty, ease of installation, accessibility to working parts and freedom from service assure maximum profits on any job. The Weather Beam is engineered and built to meet the needs of any contractor or service engineer who wants the best at a price he can afford to pay. **ON TIME DELIVERY IS ASSURED**

The Duct Type Weather Beam is recommended for residential, commercial and small industrial buildings. The Ductless Type is adaptable for offices, stores, motel lobbies and restaurants.



Your request for new bulletin and confidential trade price list should be written on company letterhead.

2 AND 3 TON CAPACITIES



DUCTLESS TYPE



Ceiling mounted. No waste of floor space. Internal bank of louvers controls air flow vertically and external louver bank controls air flow horizontally. No cold or hot spots in room.

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VOLUME 77, NO. 9, SERIAL NO. 1,406 FEBRUARY 27, 1956

The Milk of Human Kindness Shouldn't Be Curdled

(An Editorial for Brotherhood Week)

Thanks to widespread diffusion of knowledge about psychology, more and more aware human beings have been discovering that they can substitute understanding for bickering, brotherliness for bitterness, love for fear, and reconciliation for prideful throatcutting.

Even so, most folk haven't explained to themselves satisfactorily WHY some people castigate and embarrass those persons who have different skin-colors, or religions, or working habits, or domiciles. Even organized religion has been guilty of this practice: St. Joan and St. Paul were martyred by their own followers because they didn't conform to religious dogma or rigid conventionalities.

Throughout recorded history it has been true that, upon imaginative Free Souls, hide-bound folk venge their own feelings of inadequacy and their personal worries. Jealousy of those who Dare to be Different, or who are merely "born different," is a perennial phenomenon of "herd instinct" group behavior.

Advanced psychology now reveals that hostility of normal folk to persons who don't conform to their patterns of behavior springs from a sense of guilt—dating back to childhood—when said conformists were disciplined by uncompromising parents.

Hence, fears that they aren't equal to tasks confronting them is the real reason why conventional men and women snub neighbors and associates whose routines aren't standard, who look or act different, or who advance unpopular ideas.

To be brutally frank, decorous citizens feel a need to PUNISH those "free souls" who have the courage to Be Themselves. Proper folk knife-in-the-back such imagineers—because (secretly) they envy them.

A well-worn prejudice is comfortable, like a pet superstition. Unfortunately, it's even more dangerous. So, what happens to a man who doesn't "conform to the norm," or a teenager who doesn't go along with the gang? Ostracism, too often—and loneliness. Obviously, that's a serious mistake. It confounds the American Ideal of individualism and inventiveness.

Psychologists from a state university have supplied the following "definitions" to generous Americans who would like to alter this wolfpack trend:

KIN applies to each of us. All human beings are related. Kinship is a human fellow-feeling compounded of sympathy and admiration, as opposed to jealousy and spite.

HUMANITY involves both humankind and human kindness to everyone. It should be the Order of the Day for all of us. Otherwise humankind may perish from the earth in an atomic blaze. Petty resentments can chain-react into self-destruction—and even toward wars.

RESPECT is rooted in self-respect. When a man enjoys a basic assurance of his own worth, he refrains from damaging the self-respect of his neighbors and associates. He does not need to humiliate anyone to build his own self-esteem. A man who has genuine self-respect delights in the good luck of his friends, and takes genuine pleasure in their accomplishments and happiness.

HUMILITY is the emotion which enables us to look at the whole responsive world with warm feelings toward neighbors, associates, and even folk who were born with different characteristics. Their triumphs are our joys; their sorrows our reminder that life is fleeting and burdened.

DEMOCRACY rests upon our belief in the essential worth of individuals. Their complexions, their religions, their habits, their activities, their ways may be DIFFERENT from ours. But they are with us, and can help us realize our ambitions. We may deplore their different habits or ideas—but BECAUSE of them, we should realize, perhaps they can help us become what we want to be as individuals and as a nation.

That is WHY our democratic republic has been so unprecedentedly successful. "Conforming" to routines and accepted behavior, in contrast, is the Communist method of controlling the life out of the individual.

BROTHERHOOD should be not merely a word, but an attitude toward people who aren't like us, whose ways often gall us, but who indeed can help us achieve our own dreams of happiness.

America honors its off-beat pioneers. From Franklin through Edison and Ford to Kettering these Irregular Characters have advanced our peculiarly wonderful Civilization. Let's not destroy their budding counterparts by putting them into strait-jackets, or by damaging their own self-respect.



They'll
Do It
Every
Time

by
Jimmy
Hatlo

OFF THE CHEST

WAY Engineering Co.
Houston, Texasbeen unable to get the control
we want.

L. C. WAY

Coldstream Refrigerators Ltd.
82 Mary St.
Unley, South Australia

Editor:

On account of the high pressures of "F-22" on air conditioning installations and the control of this pressure during moderate fall and spring weather, we have been attempting to find a satisfactory regulating valve in sizes 2 1/2 to 4 in. so we can control, within 10 to 15 lbs., the head pressure to get better regulation of the "Freon" in the low side of the air conditioning system.

We find that unless we have this pressure sufficiently high we have erratic operation of the system and a tendency to oil trouble.

The valves that we have used have not proved satisfactory. We really need something for reverse action in this water valve and are wondering if you can furnish us with the names of manufacturers with whom we may take this matter up with.

Very few manufacture valves larger than 1 to 1 1/4 in. We have tried to use these on direct acting valves and by-pass but have

P. S. I also read the paragraph headed "Too True" in the same column.

E. A. TRAVERS,
Managing Director**Handy Way to Subscribe****To See the Industry In Action EVERY WEEK**

Keep up-to-date on what's going on in your industry. You'll see action weekly in AIR CONDITIONING & REFRIGERATION NEWS. Covers latest news and gives you top how-to-do-it reports on commercial and residential air conditioning, commercial and home refrigeration: manufacturing, contracting, distributing, retailing, and servicing. Read the Industry's newspaper for profit every week. Only \$6.00 per year, 52 issues.

AIR CONDITIONING & REFRIGERATION NEWS

2-27-56

450 W. Fort St., Detroit 26, Mich.

Gentlemen: Send the NEWS every week for one year. \$6.00 enclosed Bill me Bill Company.

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SLANTS on Service

Poor Carbonation? Check Water Pressure

If you have trouble with soda water not being carbonated to suit the taste, and your CO₂ gauge pressure reads between 90 to 120 lbs., be sure to check the water pressure, says Al Dalpiaz. If the water pressure is high, install a pressure regulator and set it at 20 lbs. pressure. Dalpiaz says that he has corrected a lot of problems on carbonators in this manner.

Metal Corner Braces Lengthen Tool Box Life

"Removing my tool box from our service truck day after day has a tendency to wear the bottom of the box, to the point where it has needed replacing a couple of times a year," says Al Dalpiaz.

"I soldered four metal corner braces to the bottom of my tool box. When the braces wear, I replace the braces and not the tool box."

McIntire Expansion To Include New Products

LIVINGSTON, N. J.—The McIntire Co.'s refrigeration division will soon announce several additions to its present products, the company reported recently.

At the same time, the company announced the formation of an industrial division to develop and market filters, driers, and other products for use outside the refrigeration industry, in which it has specialized for 30 years.

Among the new refrigeration items will be a line of bulk charge refillable driers; liquid indicators; mounting brackets for all DFN driers, filters, and strainers; plus a full line of tube clips, tube hangers, and perforated straps.

The present sales force of the refrigeration division is being enlarged to accommodate this expansion program, it was stated.

Some of the industrial items now on the market, or soon to be released, include formed felt filter elements; dry air breathers for storage tanks; manual and automatic air, gas, and liquid dehydrators for working pressures up to 4,000 p.s.i.; water separators and filter assemblies for air, oil, water, and various chemicals.

An additional sales force is being formed to handle the distribution of these products.

Hubbell Appoints Canadian Outlet

MUNDELEIN, Ill.—Hubbell Corp. here, manufacturer and designer of automatic back pressure regulators, solenoid valves, safety valves for refrigeration, air conditioning, and industrial application, announces the appointment of Jenkinson & Co., Ltd., Toronto, Canada, as its exclusive sales representative for the Dominion of Canada.

Jenkinson & Co. will carry a representative stock of controls, accessories, and repair parts.

McQuay Appoints Swaim N. J. RSES Hears 4 In Sales Representative Educational Program

MINNEAPOLIS—H. Blake Thomas, executive vice president in charge of sales of McQuay, Inc., announces the appointment of William Swaim as the heating and the air conditioning representative in the Rock Island, Ill. territory.

W. Swaim Swaim has been a manufacturer's agent for allied lines since April, 1955, and prior to that time he was employed as a sales and technical service consultant for American Can Co. He has also been associated with Agair Equipment, Inc. of Chicago as a sales engineer, the announcement continued.

TRENTON, N. J.—Fifth annual convention of the New Jersey State Association of Refrigeration Service Engineers Society was held Feb. 11 and 12 at the Hildebrandt hotel here.

Four educational speakers were on the program. A. E. Manning of Guaranty Service Co. discussed changing of components on domestic refrigerators; S. Charles Segal of Kramer Trenton outlined features of the new "L" Thermobank; E. D. Lindsley of Climatrol Div., Worthington Corp., discussed residential air conditioners; Roy Evans and Frank Zellner of Minneapolis-Honeywell reviewed air conditioning and heating controls.

A soldering contest was also staged by the Mueller Brass Co.

Bohn Names Pitts Division Manager

DETROIT—Terry W. Kuhn, executive vice president, Bohn Aluminum & Brass Corp., has named Guy H. Pitts manager of the Fabrication Div. His new duties will entail overseeing manufacturing operations in six plants in Michigan and Indiana.

G. H. Pitts Pitts was graduated from the University of Michigan with an engineering degree. His first position was with the Aluminum Co. of America. In eight years he rose to chief plant engineer. His next position was senior staff engineer of the Norge Div. of Borg-Warner Corp. He joined Bohn in 1950.

Salt Lake City Law Requires Electrical Outlet Every 12 Ft.

SALT LAKE CITY—A new electrical ordinance adopted by city commissioners includes a provision for service entrance conductors of not less than 95 amperes for new single family dwellings.

The ordinance also requires that "in every kitchen, dining room, living room, parlor, hallway, library, den, sun room, recreation, and bedroom in dwelling type occupancies one receptacle outlet shall be provided for every 12 linear feet or fraction thereof (requirement previously was 20 ft.) of total distance around the room."

In addition, special branch circuits are required for major appliances, the report further stated.

CONCLUSIVE EVIDENCE



TRAP-DRI
keeps valves
100% clean!



MODEL 410 Trap-Dri...

assures 100% acid removal, plus complete moisture adsorption

The difference Trap-Dri makes on valve parts is dramatically apparent above! Put Trap-Dri's five-point protection against acids, moisture and dirt to work for you.

1. 100% acid removal—Stops corrosive action on valve parts.
2. New PA 400 silica gel has 98% greater moisture adsorption capacity than conventional silica gels.
3. Exclusive "Depth filtration"—more filtering area than any other drier.
4. Pressure drop less than 2 lbs. at rated Trap-Dri capacity!
5. Hermetically factory-sealed. Plastic caps keep out dust and moisture.

Trap-Dri is available in 20 models—flare and solder connections—for systems from $\frac{1}{2}$ to 12 tons.

MODEL 408 Trap-It...

traps impurities as small as 5 microns—definitely improves valve operation.

Best protection any expansion or solenoid valve ever had!

- Many times the filtering and absorbing area of conventional strainer. Tightly-wound cotton fiber intermeshes trap all dirt!
- Contains nothing which can dissolve, damage or enter the refrigeration system.
- Available in 3 sizes... $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{8}$ " SAE connections.



For Air • Liquids • Gases • Refrigerants

DEPENDABLE Controls

A-P CONTROLS CORPORATION

2460 N. 32nd Street, MILWAUKEE, Wisconsin
COOKSVILLE, Ontario
NIJMEGEN, Holland
For Export: 13 E. 40th Street, New York, N. Y., U.S.A.

IF YOU MAKE, INSTALL OR SERVICE REFRIGERATION SYSTEMS—you need Trap-Dri and Trap-It. Order from your jobber, or write:

Novel Contest 'Gimmicks' Help Distributor To Acquaint Home-Builders with Residential Air Conditioning Line

HOUSTON, Texas—A contest for home-builders in Houston and Dallas, with trips to Mexico City as prizes, solved a promotional problem for Straus-Frank Co., air conditioning and refrigeration wholesaler, and resulted in sales of a number of air conditioning jobs for its dealers.

Call 'Mysterious Senorita' For Contest Information

The event was enlivened by such stunts as sending builders post cards signed by a "mysterious senorita" who asked them to call her for contest information, and having special messengers deliver homing pigeons to builders along with inquiry forms.

Consisting of two separate promotions for Houston and

Dallas, the contest ran for six weeks last fall.

Straus-Frank had only recently become Worthington Corp.'s Houston and Dallas air conditioning and refrigeration distributor. The firm's problem was to impress upon home-builders in the two cities that it was now handling Worthington equipment rather than its former line.

So Straus-Frank asked Ideas, Inc., Dallas promotional agency, to work out a hard-hitting program that would quickly tell the Worthington story.

Contest Acquaints Builders With Line Now Handled

The agency then devised the contest designed to acquaint Dallas and Houston home-build-

ers with the Worthington air conditioning line, encourage an air conditioning survey for homes under construction, and pave the way for actual sales and installation of the units.

The contest was announced to home-builders by means of a post card from a "mysterious senorita, Marie, in Mexico City." Maria suggested that the builder call her the next day.

A recording telephone was set up in the Straus-Frank office to take the calls. Maria's recorded voice explained the contest and asked the builder to leave his name. A Worthington dealer salesman then called on the home-builder and explained the contest fully.

Next, special messengers de-

livered live homing pigeons to the builders, along with an inquiry form which the builder filled out and wrapped around the bird's leg. The pigeon was then released.

A Worthington representative called on the builders who had filled out the forms. Unfortunately, it was noted, many entries were delayed because builders' children became so fond of the birds that they didn't want to release them.

When a home-builder requested that a Worthington dealer survey one of his homes, his name was automatically registered on a ticket. He received one ticket for each home surveyed. If he had Worthington air conditioning installed, his name was put on an additional 10 tickets per house.

35 Jobs Sold, 159 Pending

As of Dec. 22, dealers in Houston had received 132 leads; those in Dallas, 118. Of these,

30 jobs were sold in Houston and five in Dallas, with a total of 159 jobs pending.

Commenting on results of the contest, Ed Norwood, Straus-Frank's air conditioning sales manager, said that aside from the actual jobs sold during the promotion, "we feel that an even greater value was received.

"Not a builder in Houston or Dallas does not know about Worthington equipment and does not recognize that we have an aggressive organization disastrous of his business."

Norwood cautioned that such a program should not be undertaken without the assistance of a competent advertising agency. He also warned that the program "can do more harm than good if not properly followed up."

Distributor Helps Follow Up Leads

"We also feel that the distributor's reputation can be seriously damaged unless the distributor personally follows up every lead . . . without allowing responsibility to rest fully upon the dealers."

"The distributor salesman should make calls on every builder in company with dealer salesmen and follow each job through to completion."

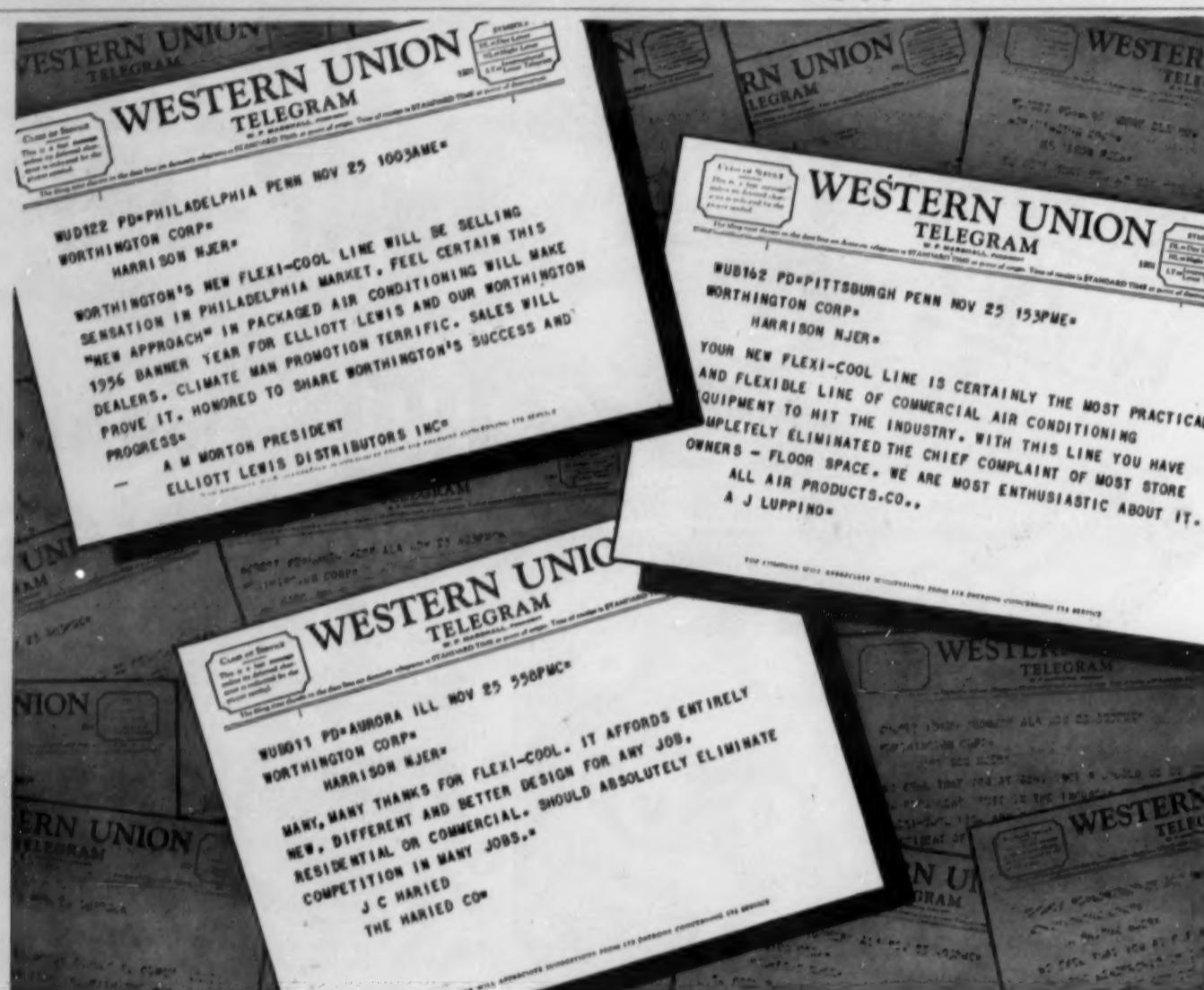
In recognition of Straus-Frank's "well planned and successful effort," Worthington's Air Conditioning & Refrigeration Div. named the firm "Merchandiser of the Month" and presented it with the "Master Merchandiser Certificate."

New Plant Begins Peerless Electric Expansion Program

WARREN, Ohio—Recent opening of a new \$350,000 Fan & Blower Div. plant marked the first step in a half-million dollar expansion program by The Peerless Electric Co. here, producer of fans, blowers, electric motors, and electronic equipment.

President Ralph Kroehle announced that the new program includes a greatly enlarged product line and increased over-all production.

Kroehle predicted his firm will soon be producing about 400 different types and sizes of fans and blowers, compared to approximately 250 models in the present Peerless line.



Worthington dealers wire their thanks for 1956 air conditioning program

Say exclusive FLEXI-COOL line and Climate Man Promotion promise record-breaking sales year

No wonder Worthington dealers are enthusiastic about '56. Take E. W. Norwood of the Straus-Frank Co. in Houston, Texas. He wired: "The FLEXI-COOL line gives Worthington installers application latitude unmatched in the industry. With backing of Worthington's CLIMATE MAN promotion, we can't miss." Just as happy about the deal are men like H. G. Callow of Puget Sound Eng., Inc., Seattle, Wash., and George Bagwell of George E. Bagwell, Inc., Montgomery, Ala.

These men are talking about the way the new FLEXI-

COOL line (2, 3, 5, 7½ hp sizes) handles any residential or commercial job. With a minimum of basic sections and accessories that go together like building blocks, most any air conditioning job can be handled.

Add to this national and local back-up of the unique CLIMATE MAN promotion that's geared to bring in record sales inquiries, and you see why Worthington dealers look for a banner year in '56.

Find out more about Worthington's new FLEXI-COOL line and the CLIMATE MAN promotion today. Write for full details to Worthington Corporation, Air Conditioning and Refrigeration Division, Section A.5.56-AC, Harrison, N.J.

A.5.56

WORTHINGTON



THE BEST FRANCHISE . . . THE MOST COMPLETE LINE

For more information about products advertised on this page use Information Center, page 26.

EDWARDS

CO-AXIAL FREON CONDENSERS

are a must for the—

INSTALLER CONTRACTOR WHOLESALER MANUFACTURER

Because they—

1. Use 35% Less Water
2. Reduce Cost 30-40%
3. Are Available In Sizes from 1 to 7 Tons

Write for catalog TT-625 or call TERHUNE 5-2808

EDWARDS ENGINEERING CORP.

100 Alexander Avenue
Pompton Plains, New Jersey

Testimonial Dinner
for
George F. Taubeneck

DETROIT, MICHIGAN
FEBRUARY 8, 1956



Scrapbook for George

Highlights from the Night of February 8, 1956

By W. Henry Knowlton

(W. Henry Knowlton was a member of the editorial staff of AIR CONDITIONING & REFRIGERATION NEWS some 15 years ago. In recent years he has been employed by advertising agencies serving the industry. Following is his report on the Testimonial Dinner.)

When some 500 people from the air conditioning and refrigeration industry gathered in Detroit to honor the 25th anniversary of George Taubeneck's stewardship of AIR CONDITIONING & REFRIGERATION NEWS—they arrived with the implied question—"How's George?"

For many years I have been attempting to find the answer to why, whenever AIR CONDITIONING & REFRIGERATION NEWS is mentioned—people immediately want to know—"How's George?" I have been asked this question from New York to San Francisco—from Bangor to Brownsville—in the Commercial

Club of Honolulu and in the Washington Press Club—on fighting ships and transports—in San Juan, Charlotte Amalie, and Caracas.

There must be an answer—when several hundred advertisers and subscribers will travel from all parts of the country at their own expense, and pay \$12.50 a head for their own dinner to boot. Sure they enjoyed the music—and the steak dinner—and the festive dining hall. To put it bluntly—they had one hell of a good time—and so did George.

But let's begin by going back to my first contact with this unusual phenomenon. When I first joined AIR CONDITIONING & REFRIGERATION NEWS as a cub reporter in the middle thirties, George Taubeneck was on his way around the world.

Francis M. Cockrell, founder of the paper, had a fine sense of publicity. Soon after hiring George he decided his young Editor should have the moisture



"We believe in you—and in what you and the NEWS are doing, George" Carrier Corp.'s President Cloud Wampler tells the editor at the close of the 25th anniversary celebration.



George's joy at seeing so many of his old friends is well expressed in this picture, as he is about to accept congratulations from W. A. Siegfried, president, Superior Valve & Fittings

behind his ears dried by the winds of the seven seas on a week) the rest of us stayed home. In the normal course of event we, the reporters, editors, and advertising men, went out to contact the trade.

Every time we walked into any office for a story, a picture, or a possible advertising contract, the first thing the man on the other side of the desk said was,

"Glad to see you—but how's George?" Already George had become the symbol of an organization that has helped make AIR CONDITIONING & REFRIGERATION NEWS one of the finest business papers in the world today.

There were many others at the banquet who have assisted George in building AIR CONDI-



General good feeling generated by the affair is well demonstrated by this group which includes Rudy Borg, Copeland vice president; Frank Gleason, Copeland executive vice president; Richard Dawson, head of a Los Angeles sales engineering firm; and Phil Redeker, editorial director of the NEWS.



Busy executives such as Gibson Refrigerator Co. Vice President Bill Conley (left), and Tom Chadwick, come by the dozens to pay tribute to the editor's 25 years of service to the industry as editor of the industry newspaper.



AMONG THE hundreds at the dinner were Frank J. Gleason, executive vice president and treasurer, Copeland Refrigeration Corp.; G. E. Muma, president, Davco Corp.; W. G. van Moyer, vice president, Copeland; Dale Bedine, Lima, Ohio; and William L. Hurley, director of Copeland Refrigeration Corp.



Members of the industry from all parts of the country thronged into Detroit for the anniversary dinner. Here they "sign in" in a book which was later presented to George. All segments of the industry were represented at the dinner—manufacturers, engineers, wholesalers, dealers, and service contractors.



ENJOYING a refreshing drink before dinner are Dan Petrone, vice president for sales, Hupp Corp., and Jim Fleming, sales engineer, Bohn Aluminum & Brass Corp.



Ralph Gonzales, Airtemp; C. E. Buchholz, president, Airtemp; John Kramer, Detroit.



THIS TRIO includes E. K. Rubin, sales department, Davison Chemical Co.; D. P. Barrett, Davison sales manager; and L. C. McKesson, vice president, Ansul Chemical Co.



ABOVE: SIGNING IN is Joe Lovelley, vice president in charge of engineering, Airtemp. Also pictured (l. to r.) are Tom Ireland, Wolverine Tube; Ed Flanney, Bush Mfg. Co.; and Joe Dugan, sales manager, refrigeration division, Bundy Tubing Co.



ABOVE: SMILING for the NEWS photographer are T. J. Ansel, assistant sales manager, contract sales, Kelvinator; A. N. Wilson, advertising manager, Sherzer-Gillott Co.; G. J. Kast, district manager, Madden Brass Products Co.; and A. E. Cadwell, district manager, Copeland Refrigeration Corp.



RIGHT: PRE-DINNER CHAT is enjoyed by George S. Jones, Jr., managing director of the Air-Conditioning & Refrigeration Institute; Don Carter, sales manager, ice cream cabinet division, Kelvinator; and M. C. Patterson, commercial sales manager, Kelvinator.

TIONING & REFRIGERATION NEWS to its present stature. Phil Redeker, Walt Schuler, Ed Henderson, Johnny Belleman, Bob Price, Dale Mericle, Al Schildhammer—to name only a few.

Yet, today, when these men and other members of the staff travel, the first thing people ask them is—"How's George?"

Trying to find out why people take such an interest in a single individual is like trying to find out what makes a diamond sparkle. Perhaps it takes a personality with a thousand highly polished facets.

George reported his trip around the world in a book filled with pictures taken with his Contax, many of which rival the best photography done by masters of the art. This was followed by another travel book "Let's Go to Australia."

Not long after this George began to make a serious study of the forces that made his own industry tick. Fascinated by the teachings and personality of John H. Patterson, the father of specialty selling, George wrote, "One Foot in the Door," a book which has been of great assistance to thousands of salesmen and to all students of the art of marketing.

This was followed by "Both Feet on the Ground" (how to be a successful specialty dealer in 638 easy-to-read pages) and such serious works as "Peace and Progress." To guide sales managers, George wrote, "The Marshal's Baton." In the meantime, as the result of popular demand, a number of George's anecdotes appeared in a collection entitled "You'll Love This One."

Here is a man with an infinite capacity for productive writing, a "natural writer." For years, George has combined the wit and charm of Bennett Cerf with

the nocturnal habits of the late O. O. McIntyre. Each week his column "Inside Dope" moves swiftly from industry and national problems to the latest anecdote.

Following the testimonial dinner he was lauded by columnist Mark Belair in the *Detroit Free Press* as "prophet and prodigy of one of the world's fastest growing industries." No wonder AIR CONDITIONING & REFRIGERATION NEWS carries the slogan, "Conscience of the Industry."

At the dinner he was characterized by Toastmaster Schellenberg as a "philosopher in a sports car, a long-hair who revels in Dixieland jazz and barber shop harmony, a writer whose editorials are quoted in daily newspapers and his jokes in *Reader's Digest*, a superb speaker on economic problems whose chief pleasure is mingling with the mob in the bleachers at Briggs Stadium."

When he lived with a group of Detroit Lions football players in the penthouse atop Webster Hall hotel, he was restrained from completing a roof garden by the hotel management which objected to wheelbarrow loads of black dirt going up in the passenger elevators at all hours of the day and night.

Perhaps the influence of his lovely and charming wife Willo, whose popularity in the industry speaks for itself, and the responsibility of raising their extrovert son Gregory, have sobered him. Nowadays George has "Both Feet on the Ground" even when his thoughts are in the clouds.

Recently I may have found the answer to the questions I have posed here. Over the Christmas holidays George was a guest at a cocktail party given by his longtime friend Walter



Herb Laube (left), president, Remington Corp., gets a good laugh from Mark Mooney, vice president, Typhoon Air Conditioning Co., Inc.



Wes Seibert, Deepfreeze Co.; Russell Cook, Standard Refrigeration Co.; C. E. Whipple, Ranco, Inc.; James Manecke, sales manager, Ranco, Inc.; Herman Goldberg, vice president, Standard Refrigeration Co.



J. D. Harris, president, The Warren Co., E. B. Maire, vice president, Penn Controls, Inc., Atlanta; Mrs. Harris; Mrs. Joseph W. Krall; Joseph W. Krall, president, McCray Refrigerator Co., Inc., Kendallville, Ind. III.



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B. (Pete) Booth, creative director of Campbell-Ewald and genius of Chevrolet advertising. Both have devoted their lives to the communication of ideas.

At the height of the party I found George in the Booth library reading a story to young Pete who, with his sister Patty, comprise nine-year-old twins. While the party swirled on, George continued to read in his quiet, resonant voice, as I sat in a deep leather chair, watching. I wanted to call Big Pete so he could observe the rapt expression on Little Pete's face, but dared not stir, for fear of breaking the spell. The boy was entranced by the man.

Perhaps therein lies the key to the entire situation—why five hundred close friends journeyed to Detroit to find out—"How's George?" It may be because everybody loves a man young at heart even when he's a widely respected publisher.

"How's George?" He's just fine, thank you.

CLOUD WAMPLER

Cloud Wampler, Carrier Corp., Board Chairman, charmed the audience with these observations:

As some of you may know, Taubeneck started his famous "Inside Dope" column back in 1922 at age 14. However, it wasn't in the News. It was in the *Herald*, and the *Herald* wasn't published in Detroit but in Marshall, Illinois—Taubeneck's birthplace.

As I look back at the years, I can't help but bring into focus some things that are quite personal. It was in 1930 that George Taubeneck was graduated from the University of Illinois *summa cum laude* and

then went to work for the News.

It was also in 1930 that our own company came into its present corporate state. It was in these early 30's that the first self-contained unit was built and also the first room air conditioner.

As these things happened, a man by the name of George Taubeneck began to make himself and his paper a tremendous influence for good.

It was in 1931 that he recognized the great potential of the frozen food industry. How's that for foresight?

It was about the same time that he inspired the first directory of the industry. It was in 1932 that George Taubeneck made clear the position of the News regarding honest specifications.

Coming now to 1935, the Refrigeration Equipment Manufacturers Association was organized, with the News as the inspiring force.

A very important Taubeneck event of 1936 is that he took a trip around the world. Upon his return he told us much that was good—about the growing markets abroad for our products and services. But he also told us some things that were bad. For he sensed the political tensions, and concluded that World War II was probable.

That war did something for our industry that nothing else could have done. It proved air conditioning as a production tool.

This point should be made: In 1941 the volume of the air conditioning industry at retail prices was pretty close to \$225 million. The first year after the war the figure was twice as large—\$450 million. Five years later, 1951, a shade over \$1 billion. And last year—\$2 1/4 billion.

Chief speaker of the evening was Paul Smith, personable President of Crowell-Collier Publishing Co., and Editor and Publisher of *Collier's* magazine and other national consumer publications in the Crowell-Collier stable.

His significant address—which couldn't be condensed properly herein—will be covered in a subsequent issue of *AIR CONDITIONING & REFRIGERATION NEWS*.

As for 1956, my best judgment is that our industry will do at retail \$2,620,000,000 of business, and the biggest single increase will come in year-round air conditioning for homes.

Certainly one of the measures of a man's success is to determine how well he has achieved the goals which he established for himself and/or which were established for him. Here are the aims of *AIR CONDITIONING & REFRIGERATION NEWS* as set forth by its founder, Frank Cockrell, some 30 years ago:

"To encourage the development of the art.

"To promote ethical practices in the business.

"To foster friendly relations throughout the industry.

"To provide a clearing house for new methods and ideas.

"To broadcast the technical, commercial, and personal news of the field."

Beyond all question, there is no one here tonight who will not agree that George Taubeneck for the past 25 years has achieved these aims—and is continuing to achieve them. But he has done something else of even greater importance. He has

made his publication into "the conscience" of our industry.

It would be impossible for me as an individual to pay greater tribute to George Taubeneck than to say that as the Editor and Publisher of *AIR CONDITIONING & REFRIGERATION NEWS* he has unfailingly demonstrated his belief in the great, basic principles that should guide not only our business but every business.

George Taubeneck, gathered here together tonight are hundreds of your friends. What I have just said about you was said on their behalf. You have their respect, their admiration, and even their devotion. What all of us really want to say to you at this 25th anniversary celebration in your honor is just about this: We believe in you, George Taubeneck, and we believe in what you are doing.

There is nothing more important that we could give you this evening than this unqualified expression of our belief in you. But just the same, we want you to have in your home and in your office certain symbols. And whenever you look at them or whenever you touch them you may say to yourself—and we hope you will—"These came from my friends whose names are in this book and they believe in me."

Congratulations, George Taubeneck, and may you carry on your good work at least until the golden anniversary year.

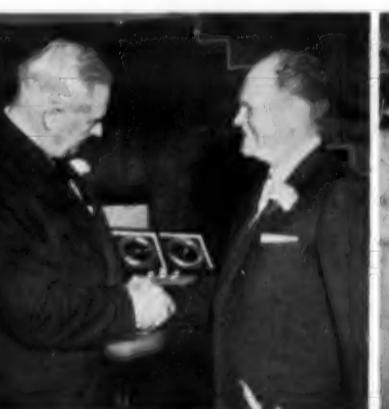
SCHELLENBERG

Toastmaster Art Schellenberg of Phoenix, Ariz., said in part:

Isn't this attendance wonderful? Hundreds of busy, important people who have come from all over the country to honor



ENTERING HIS NAME in the registration book is H. T. Hunt, vice president and general manager, Drayer-Hanson, Inc., as Hy Jarvis, president of Refrigeration Engineering, Inc., Los Angeles and Art Bernthal, advertising and sales promotion manager, Bundy Tubing Co., look on.



Desk clock and barometer set is presented to George by Carrier Corp. President Cloud Wampler, honorary chairman of the dinner, at the conclusion of the program honoring the editor's 25 years as editor of the "newspaper of the industry."



L. W. Larsen, director of market research, Tecumseh Products; T. J. Ammel, assistant sales manager, Kelvinator commercial contract sales; C. W. Brown, executive vice president, Tecumseh Products Co.; H. F. Hildreth, manager, Westinghouse refrigeration specialties department.



John Dube, president, Alco Valve Co., St. Louis; Richard F. Dawson, Los Angeles. Guests at the dinner came from all parts of the country, and there was even one from England—E. G. Rowledge, manager, refrigerator division, Pressed Steel Co., Ltd.



C. T. Lawson, executive vice president, Kelvinator appliance division; Mark Beltaire, Detroit Free Press columnist; B. A. Chapman, vice president and general manager, Kelvinator.



(Center) J. W. Kroll, president, McCray Refrigerator Co., greets Ray Greene, wholesale sales manager, Tyler Refrigeration Corp. At far left is Frank Fisher of Gibson Refrigerator Co., and at the right is W. F. Switzer, Frigidaire merchandising manager.



Jay S. Hurd, Jr., Cleveland; Walter McCarty, Forest Park, Ill.; Don V. Petrone, vice president for sales, Hupp Corp.; Frank D. Stella, Detroit; Mark D. Mooney, vice president, Typhoon Air Conditioning Co., Inc.; Warren W. Farr, Cleveland.

NATIONAL COMMITTEE

FOR

GEORGE F. TAUBENECK

TESTIMONIAL DINNER

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L. W. LARSEN, Dir., Mkt. Research
Tecumseh Products Co.

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Remington Corp.

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Past Pres. REMA,
State Senator, Arizona

W. A. SIEGFRIED, President
Superior Valve & Fittings Co.

O. A. SIMS, President
Larkin Coils, Inc.

J. R. TRANTER, President
Tranter Mfg. Inc.

K. B. THORNDIKE, Vice Pres.
Detroit Controls Corp.

ROBERT L. TYLER, President
Tylar Refrigeration Corp.

A. G. ZUMBURUN, President
Brunner Mfg. Co.



Wholesalers get in the picture here. (L. to r.) Jack Homon, Allied Supply Co., Dayton; Joe Oberc and Jim Steve, J. M. Oberc, Inc., Detroit; George Johnston, Geo. L. Johnston Co., Detroit.



Grouped around Mrs. John Kramer here are Ken Crapeau, Airtemp; Lou Pellegrini, vice president, Mario Coil Co.; and Robert M. Price, advertising manager, AIR CONDITIONING & REFRIGERATION NEWS.



James Emmett, Jr., Jas. P. Marsh Corp. and president, Air-Conditioning & Refrigeration Institute; John Dube, president, Alco Valve Co.; Len Smith, Frigidaire air conditioning and commercial sales manager; W. F. Switzer, Frigidaire merchandising manager.



Cecil Boling, president, Bush Mfg. Co. and general chairman of the dinner, greets Mrs. Phil Redeker.

one man. Everyone here is worthy of an introduction in his own right.

George is a man of many facets, abilities, and interests, and the paper reflects the man. In it we find factual reporting, powerfully purposeful editorializing, recognition of the importance of the individual through personal items, humor, sports lore, and everything to interest the WHOLE man.

The NEWS has appeal and interest for the whole gamut of people who make up our industry. I am sure that it is widely read by the wives and ladies of the industry. Why, my 78-year-old mother never misses reading the "Inside Dope" column.

Now, the mechanical composition, the variety of content, the proper stories in the proper places are not enough. Someone must breathe life and purpose into the newsprint if a publication is to have spirit and meaning for its readers. This I believe George and his staff have done.

George and The NEWS have been catalysts for this bubbling refrigeration and air conditioning industry. Through his paper he has helped join the little fellow and the top brass and all those in between into an *industry*. He has encouraged the formation and development of our vital trade and technical organizations. And he has given us vision.

Midway in the past quarter century George wrote a book "Great Day Coming." In it he outlined four wide areas of the application of refrigeration in the future: The refrigeration of food, of the air, of materials, and of the human body. And in that book in 1944 he wrote and I quote:

"Refrigeration in the past has largely had a negative function. Its purpose was to prevent food spoilage. In the future we can look for refrigeration to assume a more positive role in the in-

TELEGRAMS, LETTERS

Among the hundreds of letters and telegrams received at the banquet, the following are typical:

You certainly merit this great honor.

ALEX LEWYT, WALTER DAILY, Lewyt Corp.

I feel you have been the outstanding individual personality in this field and that your many services and efforts in behalf of all of us cannot be measured in any known terms.

R. L. TYLER, President, Tyler Refrigeration Corp.

Your contribution to the growth and stability of this great dynamic industry cannot be measured in words, but it is fully recognized by all who have had the good fortune to be associated with you during this period. My sincere wishes for the continuation of your great service to us as Editor and Publisher of the NEWS for many years to come.

L. H. D. BAKER, Gen. Mgr., Whirlpool-Seeger Corp.

Trinidad BWI CONGRATULATIONS FROM "THE WORLD'S GREATEST SAILOR" QUOTING GEORGE TO "THE WORLD'S GREATEST PUBLISHER" QUOTING

TED COGGIN

I think we have all been fortunate to have a man of your character and stature in our midst, someone whose vision is industrywide, out of whose long experience we have all drawn our share of guidance, information, sound advice, and good fellowship. I hope we will enjoy your personal association and counsel for 25 more fruitful years as Editor and Publisher of the NEWS.

GEORGE K. IWASHITA, General Electric Co.

As Editor and Publisher of AIR CONDITIONING & REFRIGERATION NEWS may your next 25 years be even more glorious.

DUNCAN C. MENZIES, President, Servel, Inc.

Your contributions to the development of better understanding within the industry have meant much to both its growth and its profits. It is my hope that the industry may have the benefit of your wise counsel for many years to come.

W. B. McMILLAN, President, Hussmann Refrigerator Co.

We of Kelvinator personally express our appreciation of your many unselfish contributions of time, effort, thought, and leadership to our industry.

WALTER JEFFREY, Sales Mgr.

You are most deserving of this nicest gesture of appreciation ever made to one in our industry.

DAN WILE

Very many of your friends have indicated they all believe that it will be the greatest testi-

monial that the Industry has seen.

B. E. JAMES, Exec. Vice Pres., McQuay, Inc.

You should be particularly congratulated on your frank and factual method of presenting the problems of the Industry. May I wish you many more years of success and leadership as publisher of the NEWS.

LESTER T. AVERY, Avery Engineering Co.

I was delighted to learn of the plans of important people in your industry to give you a testimonial dinner. You are to be congratulated, both on the fine service which you have rendered, and on the wonderful recognition which you have received from leaders in this field.

G. D. CRAIN, JR., Advertising Age

I am especially proud that you are a trade paper publisher, whose efforts have been so constructive that your important industry salutes you unprecedently for your meritorious service.

TOM HAIRE, President, Haire Publications

I hope that you will continue to serve as Editor and Publisher of our industry's newspaper for many more years as energetically and effectively as you have in the past.

D. C. MCCOY, Dayton, Ohio

George and I grew up across the street from one another in Marshall, Illinois, and he was my closest friend. I always ran in his dust in a race, and his wit was so very keen. Never easily discouraged, he put out top efforts in everything he attempted. I am so proud of his achievement in life.

JOHN W. LEWIS, Majority Leader, Illinois House of Representatives

You have been one of the builders of the industry.

HORACE A. LANAY, H. A. Laney Advertising

George is one of the grandest fellows I have ever met.

E. A. TERHUNE, President, General Vending Corp.

Because I have known and greatly admired you during the quarter century of your service to our industry I had hoped to be with you tonight. May your next 25 years on your job be happy and rewarding.

LOUIS RUTHENBURG, Chairman of the Board, Servel, Inc.

You have the very best good wishes of Mrs. Pulcipher and myself for another 25 years of aggressive, constructive, energetic service to air conditioning, refrigeration, advertising, and publishing.

K. D. PULCIPHER, N. W. Ayer & Sons, Inc.

Thanks for all the fine work you have done for betterment of air conditioning and refrigeration industry.

A. F. WARD & M. M. LAWLER, Worthington Corp.

Mr. Taubeneck certainly deserves the laurels bestowed.

E. M. BECKER, Sales Mgr., Fedders-Quigan Corp.

Here are best wishes from a guy who knows just how hard you worked to get where you are.

I don't know why they are having a speaker. The best entertainment I can think of would be to play two hours of a tape recording of Taubeneck's jokes of the last 25 years.

DALE STAFFORD, Greenville, Mich.



Art Schellenberg, Arizona legislator and former REEMA president who was toastmaster at the dinner; Mike Knight, vice president, Peerless of America, Inc.; J. M. Oberc, president, J. M. Oberc, Inc.



Mike Mitchell, Imperial Brass Mfg. Co.; Charles Benson, vice president, Imperial Brass Mfg. Co.; John Blair, Williams Co., Pittsburgh.



C. E. Whipple, Ronco, Inc.; James Monecke, sales manager, Ronco, Inc.; Paul Reed, educational director, RSES, and author of "Refrigeration Problems" column in the NEWS; Austin Jones, Kevrost Mfg. Co.



Kroger's Capital Expenditures May Hit \$43 Million

NEW YORK CITY—Speaking before the New York Society of Security Analysts recently, Joseph B. Hall, president of Kroger Co., said his firm's capital expenditures may go as high as \$43 million in 1956, against \$25,810,634 last year.

About \$20 million of this projected spending, he stated, will go to open new stores or remodel old ones. Approximately \$14 million will be spent on new warehouse facilities.

The company borrowed \$20 million in 1955, Hall noted, and additional loans "probably will be needed this year."

Kroger has signed leases for 160 new stores to be opened in the coming year, Hall asserted, and plans to close 268 "older, smaller, and less efficient" units. In 1955 it opened 93 markets and closed 263, he added.

Hussmann Planning Plant In East as Sales Set Record

ST. LOUIS—Hussmann Refrigerator Co. is tentatively planning to purchase land in the east and begin construction of a complete integrated plant there during 1956 to aid in meeting increased demand for commercial refrigeration equipment.

This was disclosed by W. B. McMillan, chairman and president, in the annual report. Preferably, the new plant will be located between New York and Baltimore to better serve densely populated areas, he said.

McMillan reported that the company's sales and earnings in 1955 reached new highs, with record civilian business offsetting a drop in defense work.

Net sales for the year totaled \$32,232,787, against \$28,438,528 in 1954. Civilian sales were up 27%. Net income amounted to \$2,986,202, or \$4.78 a common share, compared with \$1,705,901, or \$2.64 a common share, in the previous year.

Reporting that defense business declined sharply, McMillan pointed out that this is only a minor part of Hussmann's operations.

Working capital on Dec. 31 was \$11,316,871, compared with \$10,092,636 a year earlier.

McMillan noted that the company sold its interests in its British subsidiary during 1955 and that that firm is now operating as a licensee of Hussmann. He described the outlook for Hussmann's Canadian subsidiary as "excellent" and said licensees in France and Australia are making "good progress."

Refrigeration Firm Granted N. C. Charter

FAYETTEVILLE, N. C.—Blanton-Brown Refrigeration Co. here has been granted a charter by Secretary of State Thad Eure. Authorized capital stock is \$100,000, with \$43,000 stock subscribed by John C. Brown, Nathan Blanton, and George M. Zimmerman, all of Fayetteville.

E. P. Sullivan Joins Sporan Field Staff

ST. LOUIS—Edward P. Sullivan has joined Sporan Valve Co.'s field sales organization, it was announced by the company.

Sullivan, a graduate of Northwestern university, has a B.S. degree in mechanical engineering. He has also had extensive, practical experience in the field of air conditioning and refrigeration, having served as a senior project engineer for a major manufacturer of air conditioning and refrigeration equipment.

For the present, Sullivan will work with E. C. Fockler out of Sporan's Chicago office in order to expand coverage of the area.

Sullivan

Sullivan

90-Ft. Refrigerated Meat Case Installed In Supermarket

ERIE, Pa.—An unusually long refrigerated meat case, built in two sections and measuring 90 ft. in length, was recently completed by Gloekler Refrigerator Co. here, the company reports.

It was produced for Store Engineering Co. of Youngstown, Ohio, for a supermarket in that city.

According to Simon Heselov, president, it is one of the largest cases ever installed by his firm.

Half-inch thick plate glass is used on top and front of the custom-built unit which has porcelain front apron and stainless steel trim.

Interior is stainless steel and has continuous lighting, it was added.

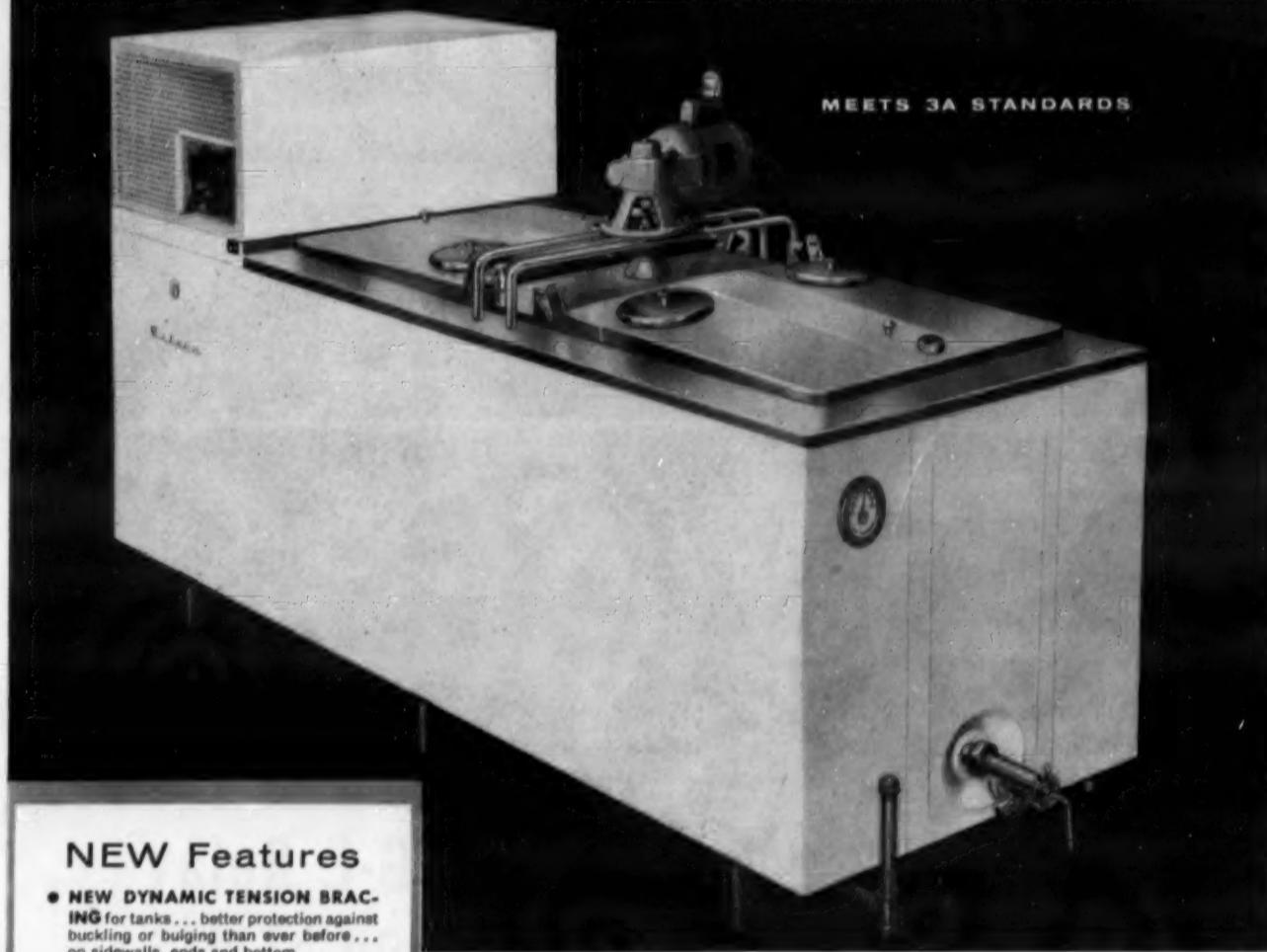
Coils are below platter deck and in back bunker. There's a



VIEW of 90-ft. refrigerated meat case installed in two sections in a Youngstown, Pa. supermarket. The case was built by Gloekler Refrigerator Co.

full length working shelf in the other 20 ft., and is the largest of this type produced by Gloekler in their 50 years of manufacturing commercial refrigeration, the manufacturer's announcement concluded.

Here's Wilson's New Line!



NEW Features

- NEW DYNAMIC TENSION BRACING for tanks... better protection against buckling or bulging than ever before... on sidewalls, ends and bottom.
- NEW CALIBRATING ACCURACY... dipstick location moved to bridge so tank cover never interferes with accurate measurement. You always get Fair Measure in a Wilson bulk cooler.
- NEW EASIER CLEANING... corner radius in covers and milk tank increases, making cleaning easier, faster, surer.
- NEW INCREASED SLOPE and larger drain to speed milk draining out of tank—save time in cleaning.
- NEW FLUSH-MOUNTED THERMOMETER... eliminates danger of accidental breakoff.
- NEW LID ARRANGEMENT and cover hinging make access to tank for pouring easier than ever before, make propping covers open more convenient.
- NEW agitator mounting supports; NEW improved main tank supports mounted inside; NEW draw-off embossing panel; NEW manufacturing standards.

New efficiency, convenience for producers going bulk!

HERE'S THE BULK COOLER THAT BRINGS YOU a unique combination of dairy farm experience and refrigeration know-how—in a completely redesigned package to bring even more profits and efficiency. Sizes range from 100 to 700 gallon capacity—a cooler for every need.

BEST PROTECTION FOR MILK... proved on 100,000 dairy farms. Wilson completely separates ice building and milk storage compartments within the cabinet for your protection. You get the most efficient ice bank cooling known—with no possibility of freezing milk or distorting the milk tank if ice builds up too much. You get Wilson's famous drop-in refrigerating unit, giving you greater operating protection, easier maintenance, than any other cooler on the market.

DEALERS: There'll never again be a time like right now to get into this exciting new field. Wilson's been "way out front" — new models extend their lead even further. Act today... mail in the coupon below.

Wilson Refrigeration, Inc., Department R-1, Smyrna, Delaware.

Rush information on distribution opportunities in Bulk Milk Coolers Can Milk Coolers

Home Freezers Sectional Upright Freezers

Name _____

Address _____

Post Office _____

When and How To Stage Sales Promotions To Get Greatest Return from Your Effort

CHICAGO — Suggestions on when and how to stage sales promotions were offered at the annual convention of the National Appliance & Radio-TV Dealers Association by Tom Carmichael, Burns & Carmichael, Seattle, Wash.

Carmichael stressed these points:

"Have a good reason for your promotion, and tell the reason in your advertising.

"Hold a sale, or promotion, only when you do have a reason. Don't have so many, that is, that you become known as a sale or discount store.

"Hold your promotion when your prospects have money—on the first and 15th of the month, or on Friday paydays. Always "sale" is one of the most mis-

promote it ahead of time. Many dealers forget this.

"Make your own ads . . . write, or have someone write your copy. Don't use any more of nationally-prepared boilerplate material and mats than you have to. We have found an advertising agency is always qualified and worth every penny you pay them, and in many cases, can save you money in your advertising.

"Keep your promotions short . . . limit them . . . occasionally hit hard in a normally 'dull' period, and you'll find your sales promotions really pay for themselves and make real friends for your store."

Carmichael said the word

used terms in our business, or most retailing today.

"In Seattle," he noted, "we seem to be caught in a merry-go-round of sales—warehouse sales, emergency sales, overstocked sales, fire sales, quitting business sales, and even our auditor demands we hold a sale . . .

"The only time we ever advertise a sale is with our used appliances, and used television merchandise—and that is only about once in every three or four months.

"The clearance promotion, the pre-season promotion, the post-season promotion, the anniversary or special event promotion, and traffic-stimulators.

"Beginning with clearance

promotions, we find there are two sub-categories: the month-end, and the year-end clearance . . .

"A clearance promotion is the ideal time to make room for new models of your lines. But do it, preferably, before the new models arrive!

"Turnover is the lifeblood of any store. Get your money out of a slow-moving piece of merchandise so that you can reinvest this capital in merchandise that will turn.

"One thing to remember, take your clearance merchandise from stock. You're not fooling anyone with 'reduced' special purchase merchandise. If your distributor can make you an attractive deal on a 'leader item'—one that you've been carrying—buy very few, advertise, and sell up.

"But a word of caution. 'Was' and 'is' prices have been very much abused in our field. The Better Business Bureau's inter-

pretation . . . is to use the last advertised price."

Moving on to pre-season and post-season promotions, Carmichael said:

Pre-Season and Post-Season Promotions

"In your ad you may state (after working it out with your finance company) 'buy now—no payments for two or three months'—enabling you to sell when your service and installation crew is in a slack period.

"Last January we had an increase of about 400% in refrigerator sales. In fact, for several years now, we have found that white goods know no season.

"Anniversary events are popular among appliance and television dealers, and no wonder. It's our opportunity to move merchandise in big volume and tell a success story at the same time. Properly used, an anniversary sale promotion is a goodwill builder.

Daily Classified Ad

Carmichael then referred to a classified ad his firm runs daily in each of Seattle's two leading papers. This ad offers big savings and terms on 1955 models of refrigerators, ranges, dryers, and washers.

"Every day a great many people scan want ads when in need of appliances," he pointed out. "This particular ad brings us many, many prospects we would not otherwise reach each week. And about 80% of them are converted to new, current models of our line."

Regarding timing of promotions, Carmichael said:

"Three factors to watch for with a normal promotional event are local economic conditions, 'big' paydays, and 'tax time.' It does little good to hold a sale during a strike, or lay-off, or just after your prospects have settled with Uncle Sam (though the advent of withholding tax is changing this picture).

Promotion Efforts Fall In 3 Groups

"You can have the most sensational price on the finest merchandise in the world, but your sale will fall flat if you have not promoted for all it's worth.

"Promotion falls into three groups: store appearance, advertising, and publicity. Make sure you have attractive signs for your windows announcing the promotion and bargains available. Decorate the inside of your store with banners, confetti, and so forth to get visitors in that 'loosened pocket-book' spirit.

"As always, your basic medium is the newspaper. The bigger, bolder, and more distinctive your ads are, the more people you'll have sale-conscious . . . and in a buying mood! If you have a radio station available, use it.

"Start heavy a day or two before the sale, and continue through to the end. Or, if your budget is limited, at least try to hit the first day or two. Consider television . . . but remember it's the most expensive medium, and not easily justified by the small dealer.

"Don't forget the all-important item of direct-mail, from simple mimeographed announcement envelope stuffers to attractively printed folders.

GENERAL ELECTRIC NEWS

featuring G-E appliance controls for refrigeration systems

FACTORY-CALIBRATED G-E current-type accelerating relay, designated Type ARR-2, is designed for use over a wide motor range.

ACTUAL SIZE

New Silver-dollar-sized G-E Relay Is Designed for One Million Starts

General Electric's new small-size accelerating relay is designed for more than 1,000,000 operations in such applications as single-phase hermetically sealed refrigerator compressor motors. With no pivots to wear out, the G-E relay is enclosed in a sturdy plastic case and the contact tips are independent of solenoid plunger. Thus, contact pressure and the action are always the same, regardless of line voltage or variations in motor performance. Because of this you are assured of highly dependable, long-life performance from the new G-E refrigeration relay.

COMPACT IN SIZE, the new relay design gives you high horsepower and current ratings. It permits easy installation and gives provision for fastening from any direction, eliminating the need for special mounting brackets.

The new G-E relay has extremely quiet operation as there is no armature to magnet contact. It is particularly applicable where adverse atmospheric conditions exist or where desire for remote control is present.

FOR FURTHER INFORMATION contact your nearest Apparatus Sales Office. General Electric Company, Section 740-85, Schenectady 5, New York.



ANOTHER G-E relay, slightly larger, is this sturdy, inexpensive Type ARR-1. It's designed specifically for starting single-phase, capacitor-start, and capacitor-start, capacitor-run fractional- or integral-horsepower motors.

GENERAL ELECTRIC

For more information about products advertised on this page use Information Center, page 26.

O. A. Sutton Outlines Plans for 'Mass Merchandising' of Residential Systems

WICHITA, Kan.—Plans to mass merchandise Vornado central air conditioning, using techniques that have elevated other appliances into the "mass market" category, have been revealed by officials of O. A. Sutton Corp.

Vornado's plan to lift central air conditioning sales into the big volume category was described by company officials as the "first complete appliance-type merchandising program ever to be used in the central air conditioning field."

Vornado's "new approach to the central air conditioning mass markets" was announced at a series of distributor meetings held in New Orleans, New York, and Chicago.

Distributors Shown Promotional Series

Distributors were shown a complete series of dealer level, sales promotional programs including "Early Bird Purchases," neighborhood canvassing campaigns, premium offers for consumer leads, and dealer display and advertising programs.

"They represented the same basic type activities that have been successful in mass marketing other appliances such as refrigerators," the company emphasized.

Wes Brant, sales manager of the Commercial Products Div. of O. A. Sutton, told attending distributors, "The average American homeowner has been wanting the many advantages of central air conditioning for several years.

Market 'Ready for Mass Merchandising'

"Now Vornado is ready with a complete packaged unit. It can be sold and installed by the average dealer at a price that is comparable to that of two or three window units and the market is ready for mass merchandising techniques."

A free trip to Panama is being offered dealers as an added incentive to buy units and prepare their sales organizations for the season's merchandising activities.

Vornado introduced its first packaged residential air conditioner last year.

Self-Contained Unit with Prefabricated Ductwork

"In addition to being a completely self-contained unit, the problem of expensive ductwork costs was materially reduced, with a prefabricated ductwork that comes in pre-scored sheets," it was pointed out. "They are folded together and edges taped for assembly. Units are available in two sizes for 2, 3, or 4-bedroom homes."

Robert Farris, advertising manager for Vornado, showed distributors the merchandising and advertising activities which will be used to go after the mass markets.

"We will promote Vornado's new low-cost, residential air conditioning in all key consumer magazines," he said. He explained that Vornado also plans to use radio, newspaper, and television advertising in local

markets to promote the product and help dealers sell.

Distributors were shown a specially designed sales manual that will be used in prospect's home to complete sales. The book allows a salesman to dramatically tell Vornado's sales story right in the home and graphically covers everything from consumer benefits to technical points concerning the unit, it was stated.

"Central air conditioning sales are usually completed in the home with both husband and wife present," Farris said. "Vornado's program is one that has three basic sales approaches.

"We're going to create consumer interest with the largest advertising program ever

directed toward central air conditioning; train dealers to display and sell; and show their salesmen proven sales-closing techniques that have been successfully closing 80% of sales contacts."

Dealers To Be Instructed In 'Vornado House Parties'

Dealers will be instructed in methods of holding "Vornado House Parties," thus "capturing additional prospects from satisfied customers." Special premium offers for prospects, ranging from stainless steel silverware to cash merchandising certificates, will be used by dealers to promote sales.

"Contrary to many dealers' conceptions of the market," Brant added, "central, residential air conditioning is a year-round sales proposition. We've got the facts to prove it," he declared.

Armstrong Conditioning Schools To Start Feb. 27

COLUMBUS, Ohio—To meet the demands of dealers and wholesalers who are unable to attend an air conditioning school at the factory because of traveling distances, Armstrong Furnace Co. is holding a series of air conditioning schools in Kansas City, Mo.

The teaching technique will be the same at the KC school as in the factory and similar equipment will be sent there to simulate factory conditions, the company said. Schools have been set up for Feb. 27, March 5, March 12, March 19, and March 26. Each will last one week.

"Installing, sizing, and servicing the equipment will be stressed just as in the factory schools which have proved so successful," it was noted. "The

school will be at the American Legion WW II Memorial building. Hotel accommodations are being held in the name of Armstrong at the Berkshire hotel in downtown Kansas City," the company said.

Gibson Names New Dayton Air Conditioning Outlet

GREENVILLE, Mich.—Earl Palmer, manager of air conditioning and heating for the Gibson Refrigerator Co., has announced the appointment of a new distributor for Gibson self-contained commercial and residential air conditioners and heating equipment in all 26 counties of the Dayton trading area.

The new distributorship, W. H. Kiefer Co., Inc. in Dayton, is headed by W. H. Kiefer, Sr. A vice president in the company is W. H. Kiefer, Jr.

As Close to You as Your Telephone!

genetron®

Super-Dry Refrigerants

Jenni Genetron Says: "No matter where you are there's a genetron wholesaler near you!"

genetron 11 ORANGE LABEL
TRICHLOROMONOFUOROMETHANE

genetron 12 WHITE LABEL
DICHLORODIFLUOROMETHANE

genetron 141 GREEN LABEL
MONOCHLORODIFLUOROMETHANE

genetron 226 PURPLE LABEL
TRICHLOROTRIFLUOROETHANE

FREE! Valuable Folder!
Ask your wholesaler for special folder on Genetron Super-Dry Refrigerants. Contains pressure-temperature charts and other helpful information.

Coast-to-coast, America's leading Refrigeration and Air Conditioning Wholesalers feature Genetron Super-Dry Refrigerants. There's one as near to you as your telephone ready to supply you with complete stocks of Genetron Refrigerants and with up-to-the-minute data on their uses.

Remember—Genetron Refrigerants are super-dry! Their moisture content is exceptionally low; their over-

all purity extremely high. They meet the industry's most exacting refrigerant specifications . . . are freely interchangeable with comparable fluorinated hydrocarbon refrigerants produced by any other manufacturer. Follow the industry-wide trend to Super-Dry Genetron Refrigerants. Always ask for Genetron!



GENERAL CHEMICAL DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

Offices in principal cities

©1956, General Chemical Division, Allied Chemical & Dye Corporation

Spinning of Aluminum In High Volume Production Runs Allows Wider Use

DETROIT—The spinning of aluminum in high volume production runs, where it formerly was necessary to use copper, is said to be possible now for the first time with perfection of a new process just announced by Whiting Tubular Products, Inc.

According to Richard L. Whiting, vice president and director of sales, the new method is similar to that for spinning copper, but compensates for the different character of the two metals.

Thus, as far as tubular parts, accumulators, strainers, driers, and a number of other refrigeration and air conditioning components are concerned, "anything copper can do, aluminum can do cheaper—and without

running into the problem of 'leakers,'" Whiting declares.

With the new Whiting spun aluminum process, metal flows into position rather than being abruptly displaced.

The new method also enables spun parts to be held to very close tolerances without costly machining where this is necessary for the precision performance of an operating mechanism.

Also developed from this new process was a simple method of spinning aluminum in offset. This offset, or "angle," spin results in a formed end located anywhere off-center of the part being formed, without the necessity for kinking or bending operations.

This applies to the "necked

end" as well as inlet or outlet tubes connecting to the accumulator, strainer, drier, or other component.

While all of these processes evolved only through a long period of experiment, millions of aluminum parts already have been spun by Whiting, with savings to the end-product manufacturers averaging about 33% from this source of supply, Whiting asserted.

"Although aluminum has been spun at various times before," he explained, "most processes were too slow, cumbersome, or costly in other respects to make the operation economical. Until recently, it has been more practical to spin copper, despite its much greater cost.

"However, because of the scarcity of copper, its relatively high cost, and a fluctuating pricing structure, many manufacturers in the refrigeration and



ALUMINUM ACCUMULATOR DRIER with extruded orifice for charging after-assembly in system was spun by the new process, introduced by Whiting Tubular Products, Inc., of Detroit. This patented process is said to make possible economical high volume production runs of many tubular parts, with substitution of low-cost aluminum for copper.



SPUN-IN-OFFSET process, makes possible for the first time offset spinning of aluminum or copper tubular parts in economical volume runs. The patented process eliminates costly extra operations and the possibility of leakage. Parts may be spun to any offset radius to conform to after-assembly design.

air conditioning field have been taking long glances at the possibilities of substituting aluminum for copper where possible," Whiting added.

In 1952, one of the country's largest manufacturers of evaporators, familiar with the Whiting process for spinning copper, approached the firm with the problem of applying a similar method to production of aluminum accumulators.

In efforts to get around the copper situation, this manufacturer had been buying a swaged, or "cold headed," aluminum accumulator. This involved a terrific pounding of the material and resultant irregularities in the formed ends of the accumulators.

These inconsistencies showed up later in the form of "leaders," which required special handling for detection and correction, Whiting said.

Obviously, while making some

economies in original material costs, the substitution of aluminum under this method increased costs in production and also posed a serious threat to quality control.

After considerable experiment, Whiting was able to come up with this practical method of spinning aluminum in high volume production runs.

At the same time Whiting was completely solving this end-product manufacturer's problem of obtaining satisfactory aluminum accumulators, it was also found that anything which could be spun in copper could also be spun in aluminum—strainers, driers, etc.

And, still further experiment led to the simple method of spinning aluminum in offset.

According to Whiting, the company also may soon be able to announce a new low-cost, non-heat, non-electrical method for permanently sealing copper to aluminum.

BETZ

Model C for Reach-Ins



EXCLUSIVE BETZ DESIGN

- Installed above first shelf with the refrigerated air exhausted against back wall.
- Uniform temperature throughout cabinet without door sweating or refrigeration losses.
- All aluminum construction with life lubricated motor plus thermal protection.
- Made in five sizes, from 100 to 300 BTU per 1° T.D.
- Extremely compact—Betz ratings you can trust.

QUALITY at LOW COST

BETZ CORPORATION

HAMMOND
INDIANA

THE NAME TO WATCH FOR GREAT ADVANCES
IN REFRIGERATION AND AIR CONDITIONING



COOLER RUNNING LONGER LASTING...

because the constant heat-removing action of forced oil spraying plus refrigerant-cooling assures normal operating temperatures, adds years of quiet uninterrupted service. You get greater value whenever you specify ADVANCED SUPERMETICS!

SERVEL, Inc.
COMMERCIAL
REFRIGERATION DIVISION
Ervansville 20, Indiana

NOW—AT NEW LOW PRICES!

complete condensing units for expansion valve or capillary tube type systems, or power units in all sizes for self-contained fixtures. All models factory warranted.

GET ALL THE FACTS from the direct factory field engineer in your area. Phone or write today for his name. Telephone HArrison 4-3311.

Evansville,
Indiana.

Servel

'56 Building, Repairs, Maintenance Seen To Hit Record \$60 Billion

NEW YORK CITY — New building totaling \$44.5 billion in 1956—up \$2.3 billion from last year—will probably permit the construction industry to break the record for the 11th straight year, it was predicted here.

Making this forecast at the opening session of the 37th annual convention of the Associated General Contractors of America was H. E. Foreman, managing director of the group.

Foreman indicated that spending for maintenance and repairs this year probably would total \$15.5 billion, some \$500 million ahead of 1955. Added to the new construction figure foreseen, this would make 1956 a \$60 billion construction year, advancing \$3 billion over 1955, it was reported.

Results of a survey conducted by AGC among its 124 chapters representing 6,561 building companies in the U. S. and Alaska, Foreman revealed that 80% of the members replying thought materials and equipment prices would go up in the next six months. While 20% saw no change, not one contractor anticipated a decline in prices.

According to the group's director, 1955 saw private and public construction amounting to \$28.9 billion, of which \$23.9 billion was private residential and non-residential building. Even with the predicted decline in residential construction this year, other private and public building is expected to increase the total by about \$1 billion.

"Volume of heavy construction reached a new high in 1955 and the prospects are that it will continue to increase," Foreman declared.

BOTHERED WITH SCALE?

WE RECOMMEND
WC-2100
GYP-SOL
FOR THE REMOVAL OF
CALCIUM SULFATE (gyp-scale)

AND
WC-210
SCALE-OUT
FOR THE REMOVAL
OF LIME SCALE

Both Products
GUARANTEED
& INSURED!

For further information, contact your local wholesale air conditioning and refrigeration supply house or . . .

WORTH CHEMICAL
PRODUCTS CO.
406 E. MAGNOLIA P.O. BOX 365
FT. WORTH, TEXAS
Our 10th Year
(Dealerships open in some areas)

Milwaukee Expects 150 at Wis. HPACC Meeting Feb. 27, 29

MILWAUKEE—With an attendance of 150 expected, the annual convention of the Wisconsin Association of the Heating, Piping and Air Conditioning Contractors will be held Feb. 27 and 29 at the Plankinton hotel in Milwaukee.

Speakers on the program include George Hall, Madison contractor and vice president of the national association; Peter T. Schoemann, president, United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry; and Franklin Greene of the Institute of Boiler and Radiator Manufacturers.

A panel discussion Feb. 27 will have as members Julius Sandstedet, Oshkosh, president,

Wisconsin chapter, American Institute of Architects; Arthur Reddemann, Milwaukee, vice president of the architects state chapter; Charles E. Arnold, president of the Wisconsin HPACC; Stephen Swisher, Trane Co.; and Peter J. Drought, Milwaukee attorney.

Permaglas Appoints Hoelter

KANKAKEE, Ill.—The Permaglas Div. of the A. O. Smith Corp. here has appointed L. H. Hoelter as manager of its builder sales department. This is a newly-created post.

Hoelter, in his new assignment, will represent Permaglas and its products directly to national builder organizations and to government home financing and construction agencies.

The packaged home builder market will be given special attention, Hoelter said.

Hoelter joined A. O. Smith in 1941.

Bahnsen To Hold Maintenance Engrs. School April 9-20

WINSTON-SALEM, N. C.—Annual school for maintenance engineers covering many phases of air conditioning and humidity control will be staged by the Bahnsen Co. at the Robert E. Lee hotel here over a two-week period, April 9 to 20.

The course, which runs from Monday through Friday evening, is repeated the second week for another group of maintenance engineers. About 200 attend each week.

Many phases of engineering, application, and service are covered in the classes, which are conducted by Bahnsen officials and representatives from several manufacturers.

Topics discussed at length include air conditioning in gen-

eral, filtering, welding, brazing, soldering, controls, motors, pumps, air compressors, centrifugal and reciprocating compressors, drives, coils, fans, expansion valves, etc.

The week-long schools conclude with a banquet and entertainment Friday evening.

Duncan Named to Post

WAUSAU, Wis.—L. L. Duncan was recently named sales manager of Unit heater and Mill Supply Div. of D. J. Murray Mfg. Co. here, according to A. W. Plier, president and general manager.

In addition to his new duties, Duncan will continue as director of advertising and sales promotion, the announcement continued. He has been with the firm since 1954.

As sales manager of the Unit Heater Div., Duncan will contact 35 distributors throughout the country, it was pointed out.

Do you know the sales and profit facts about usAIRco Distributorships?

Find out how young, growing, cooperative management will give you a "two-sided partnership"!

If you are thinking of going into air conditioning, or dissatisfied with your present source . . . it will pay to get the facts about a usAIRco distributorship.

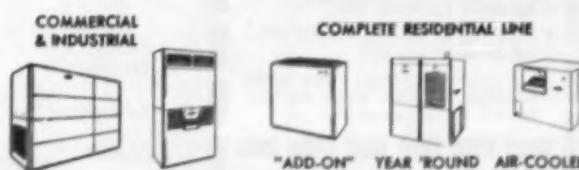
The only distributor program built with you in mind, assures flexibility to meet local conditions . . . gives a closeness of cooperation from the factory you will find nowhere else!

usAIRco manufactures a complete line of air conditioning equipment for every type of job.

Over 30 years' progress in this field guarantees unsurpassed quality . . . makes possible our liberal 5-year warranty and service allowance.

Inventory problems are eliminated through usAIRco's Warehouse Plan and Finance Plan, which make merchandise available when you need it, without tying up capital. Aggressive advertising and dealer aid program helps you to keep the sales ball rolling.

Write today for complete details!



UNITED STATES
AIR CONDITIONING CORPORATION
MINNEAPOLIS 14, MINNESOTA

usAIRco

J. N. Craig, Manager, Packaged Refrigeration Division
United States Air Conditioning Corporation
Minneapolis 14, Minnesota

I would like the complete story on the usAIRco distributor plan.

Name of Company _____

Address _____

City _____ State _____

By _____

Year-Round Gas-Fired Conditioner Developed

KEY NO. F-240

COLUMBUS, Ohio—To meet the requirements of the perimeter air conditioning systems an all-new counter-flow year-round conditioning unit has been announced by the Janitrol Heating & Air Conditioning Div. of Surface Combustion Corp.

The new unit, known as the model FDSC, has a gas-fired heating section. A matching compartment for the summer cooling evaporation coil is available as an accessory.

The cooling assembly may be included in the original installation, or added at any later date.

The new models are available in 80,000, 100,000, and 120,000 B.t.u./hr. heating inputs.



heat-x a Package Chiller FOR EVERY APPLICATION

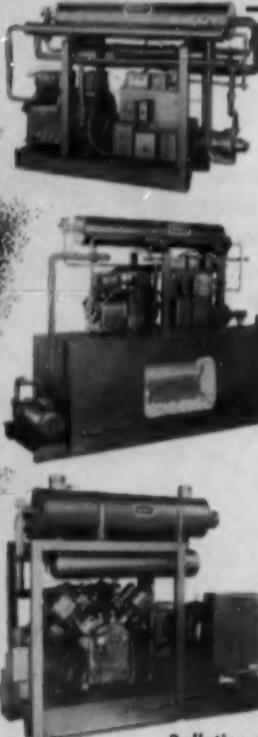
Famed INNER-FIN Construction
All NON-FERROUS Water Passages



There's a Heat-X package chiller to meet your every requirement... residential, commercial, institutional or industrial. All feature space saving, extra efficiency Inner-Fin construction — *exclusive with Heat-X*. All have completely non-ferrous water passages to guard against corrosion.

In any designated capacity, Heat-X package chillers are *the most compact units made*.

Request free bulletins describing the Heat-X chillers designed to meet *your* particular needs. And for capable engineering assistance on any package chiller problem, contact the experienced Heat-X sales engineer in your area.



'PC' Package Chiller

For broad range of air conditioning, refrigeration and industrial liquid chilling applications. Models from 2 to 75 H.P.

'PCS' Chiller with Storage Tank

For cafeterias, hospitals, schools, theaters, etc. — wherever peak load conditions occur. Stainless steel storage tank with Fiberglas insulation. Range: 2 - 10 H.P. Storage capacity: 40-150 gal.

'RPC' Residential Package Chiller

For domestic applications. Available in 2, 3 and 5 H.P. models. Hermetic Compressors. 230/1/60.

'APC' Chiller

Air cooled units available in 2, 3 and 5 H.P. models. For residential and other applications where air cooled condensing is necessary.



Bulletins containing specifications FREE on request

HEAT-X, Inc.
BREWSTER • NEW YORK

West Coast Factory • Riverside, California

For more information about products advertised on this page use Information Center, page 26.

Most Profitable FACTORY-DEALER TEAM SET-UP IN THE BUSINESS

TYPHOON
AIR CONDITIONING

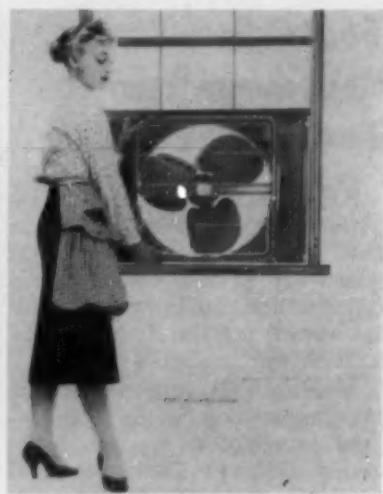
- Commercial Air Conditioners, 2 to 30 tons
- Air Cooled or Water Cooled Condensers
- Residential Year-Round Units
- Packaged Heat Pumps, Residential and Commercial

Find out how a Typhoon Direct Factory Franchise can make money for you. Send in this coupon today.

Typhoon Air Conditioning Co., Inc.
505 Carroll Street, Brooklyn 15, N.Y.

Tell me about a Typhoon Franchise in my territory. Send me bulletin A-11.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



Lau Offers Residential Fan, 'Special-Twenty'

KEY NO. F-244

DAYTON—Lau Blower Co. here recently announced its 1956 line of "Special-Twenty" home fans.

An electrically reversible motor with high and low speeds allows the new fan to move as much as 3,250 c.f.m. on either intake or exhaust, according to the firm.

Finished in surf-green baked enamel, the Special-Twenty is built into a spacer panel which fits any window 30 to 39 in. wide. A chrome finger-guard keeps the smallest digits away from the aluminum blade which has a diameter of 20 in. An 8-ft. cord comes with the unit.

Stack-On Components Offered by G-E

KEY NO. F-241

CHICAGO—Stack-on components for the kitchen-laundry, designed to cover unfinished walls or support themselves to make free-standing walls, were announced here recently by the General Electric Co.

Appliances, cabinets, and counter-tops in a grouping called "Mix-or-Match Kitchens" were shown.

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

Products Advertised

(list name, page, and issue date)

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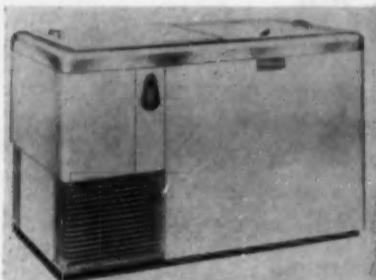
'Lifetime' Electro-Static Air Filter Marketed

KEY NO. F-245

MARIETTA, Ohio—A "lifetime" electro-static air filter developed by Harry M. Hadley, is now being marketed under the name "Electronaire" by Hadley Products Co., Inc., here, it was announced recently.

None of the materials used will ever deteriorate, it is claimed. Filters are cleaned rather than replaced.

"Frames of Hadley Electronaire air filters are of .032 lifetime aluminum," the announcement said. The grilles of .025 expanded aluminum are installed in a way which prevents their ever loosening. The interior construction is of a unique spring-tension arrangement on which a patent is pending."



'Beverage-Air' Cooler Cools Top Layer First

KEY NO. F-246

PUNXSUTAWNEY, Pa.—A new line of cafeteria type coolers with "top cooling" design was recently announced by Punxsutawney Co., manufacturer.

"Beverage-Air" coolers incorporate low velocity forced-air cooling used in open-display units. This cools top layer of bottles or cartons first and allows lids to be left open during rush periods, the company declares.

Bottom racks are adjustable so each cooler can be used either as shallow or deep type with large capacity per sq. ft. of floor space, the firm added.

Filtrine
"Taste Master" PURIFIERS for
WATER - COOLERS ICE MAKERS
...rust, dirt chlorine taste
...service breakdowns due to rust & sludge
Stop
Insures service satisfaction for all coolers, ice-makers! Clear, taste-free water... crystal ice... every day... in all locations.
FILTRINE MFG COMPANY
216 W. PROSPECT ST. • WALDWICK, N. J.

Norris Develops Home Milk Dispenser

KEY NO. F-247

MINNEAPOLIS—A milk dispenser for use in the home kitchen has been announced by Norris Dispensers, Inc. here.

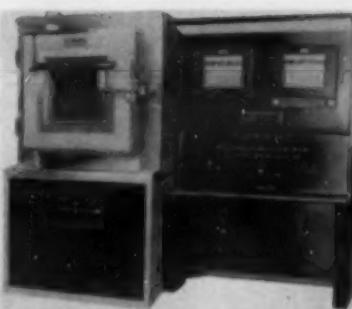
The unit measures 30 1/4 in. high, 25 1/4 in. wide, and 15 1/4 in. deep. It can be placed on a counter top, set on any table, or it can be built into the wall.

The dispenser is finished in a white baked enamel exterior and stainless steel interior. It is built according to accepted sanitarians' specifications, the company said.

A standard 110-volt electrical outlet will operate the dispenser. A refrigeration unit keeps milk at a constant 35° temperature.

The dispenser holds two standard 12-qt. containers. A single valve and pouring spout aerates the milk as it is dispensed.

"Some dairies have already expressed interest in the machine by tentatively planning to place them in customers' homes.



Tenney Offers Console Instrument Localizer

KEY NO. F-248

UNION, N. J.—A console form of instrument localization, used together with environmental test equipment, was recently announced by Tenney Engineering, Inc. here.

All switches, dials, and contacts are mounted on the front for accurate operation, according to the producer. The instrument console can be remoted for any dangerous operation or inaccessible location, it was further stated.

Available in many sizes and con-

figurations to fit environmental test equipment, these consoles are standard with all Tenney stratosphere, low temperature, and combination models. Modifications covering operation of shafts, lines, or similar penetrations are also available, the company declared.

G-E Introduces Fusible Service Entrance Panel

KEY NO. F-2410

PLAINVILLE, Conn.—Recently introduced by General Electric Co.'s Trumbull Components Dept. here was a fusible service entrance panel with five fuse pullers and eight plug fuse branch circuits, according to an announcement.

Designed to provide for adequate wiring, the new device supplies circuits for several 240-v. appliances such as ranges, dryers, water heaters, and air conditioners, as well as small appliance loads, it was reported.

G-E engineers state the fusible device is suitable for homes with built-in kitchen appliances, such as wall ovens and separate surface cooking units.

Don't miss the

BIGGEST ICE SHOW OF '56

The SCOTSMAN

ICE-O-RAMA

8 SUPER FLAKERS IN 24 DIFFERENT MODELS



MODEL SF-75WSA
Up to 200 lbs. daily



MODEL SF-1E
Up to 350 lbs. daily



MODEL SF-3WSE
Up to 1050 lbs. daily



MODEL SF-2E
with 750 lb. Super Bin

THE MOST POWERFUL ICE MACHINE PROGRAM IN HISTORY

★ America's Only Complete Line!

Talk about something to sell! The Scotsman line is the only one that enables you to offer a machine for every ice need. From a pound to a ton! Super Flakers produce clear, hard, individual bits of "crushed" type ice. Super Cubers produce big, round, solid crystal-clear cubes, perfectly shaped.

★ Strongest Advertising Program Ever!

The Scotsman advertising program is potent every year, but in 1956 you'll see the biggest schedule in Scotsman history. Over 100 ads in leading publications will help you do the job and get more profitable sales.

★ Terrific Merchandising Program!

Nothing . . . we said nothing . . . has been spared in the 1956 program to give you the best local selling package you can find. Easy-to-use promotion kits, case histories of other successful dealer programs, special material for all local needs. It's all yours with the Scotsman franchise.

★ Tested, Proved Machines — Thousands In Use!

The Scotsman flaking mechanism and cube-making design are the most practical made today. Thousands of Scotsman machines are in operation daily. This means you sell a tried and true line—no guesswork! All Scotsman Ice Machines connect easily into standard electrical outlets.

★ Priced to move — liberal profit deal!

Scotsman price schedules have been hailed as the big ONE-TWO punch! First, you can talk turkey to prospects about attractive user prices. Second, you'll find that your profit per machine will make your eyes pop. Don't miss out on this chance to get good volume . . . and profitable volume . . . go Scotsman in '56!

★ New For '56 — Scotsman Super Bins

To give you even more sales opportunities, Scotsman is introducing this year a full line of sturdy, well-designed storage bins. These Super Bins, 15 models in all, are ideal for large volume crushed ice users, and those with peak demands. A continuous-flow Super Flaker and a Super Bin make an ideal team!

NAIL DOWN YOUR FRANCHISE NOW!

With the peak season coming up, get in on this great Scotsman bandwagon now. Write immediately to get complete franchise information. It'll be your smartest move of the year. Get a letter off today!



AMERICAN GAS MACHINE CO.

DIVISION QUEEN STOVE WORKS, INC.

102 Front Street, Albert Lea, Minnesota



MODEL SC-100
Up to 110 lbs. daily



MODEL SC-200
Up to 225 lbs. daily



MODEL SC-500
Up to 500 lbs. daily



NEW OFFICERS installed at a recent dinner of New Jersey Refrigeration & Air Conditioning Contractors Association are (l. to r. front row): William P. Emley, sergeant-at-arms; Charles Edmond, vice president; James W. Naughton, president; and Frederick H. Young, executive secretary; (back row) Silvio Filippone, director and past president; William J. Capo, secretary-treasurer; A. G. Dietl, director and past president; and John S. Sanok, past president, board chairman.

RACCA of New Jersey Installs 1956 Officers

NEWARK, N. J.—Officers of the group's annual ladies night dinner and dance held at the Military Park hotel, Newark, for 1956 were Officers are James W. Naugh-



PRESENTED a watch for his services to the organization by (l.) Paul B. Hughes, director, is John S. Sanok, immediate past president.

ton, C. W. Fricke Co., Rutherford, president; Charles Edmond, Engineering & Refrigeration, Inc., Jersey City, vice president; William J. Capo, Cleworth Co., Elizabeth, secretary-treasurer; William P. Emley, William P. Emley & Son, Long Branch, sergeant-at-arms; and John S. Sanok, Conditioning Co., Newark, board chairman.

Also installed as directors were Silvio Filippone, Filippone Refrigeration Co., Jersey City; Al G. Dietl, Dietl & Kraft, Inc., Newark; and Harold Rohloff, Refrigeration of North Jersey, Inc., Dover.

Five directors, whose terms have not expired, are: Michael Dee Petillo, Tony Petillo Refrigeration Co., Nutley; Paul B. Hughes, Electric Products, Inc., Jersey City; Leo Zitani, Fortune Refrigeration Co., Jersey City; Bernard Hassan, Hassan Bros., Belleville; and Frank Bader, Bader's Sales & Service, Inc., Highland Park.

Edgar Donohue, Nutley, is counsel, and Frederick H. Young, Nutley, is executive secretary.

Friedrich Distributing Now In Larger Quarters

DALLAS — Friedrich Distributing Co. has occupied new and larger quarters at 3927 Main St.

President J. A. Stevens said the new location provides a larger showroom.

DRY BEVERAGE COOLERS MILK DISPENSERS

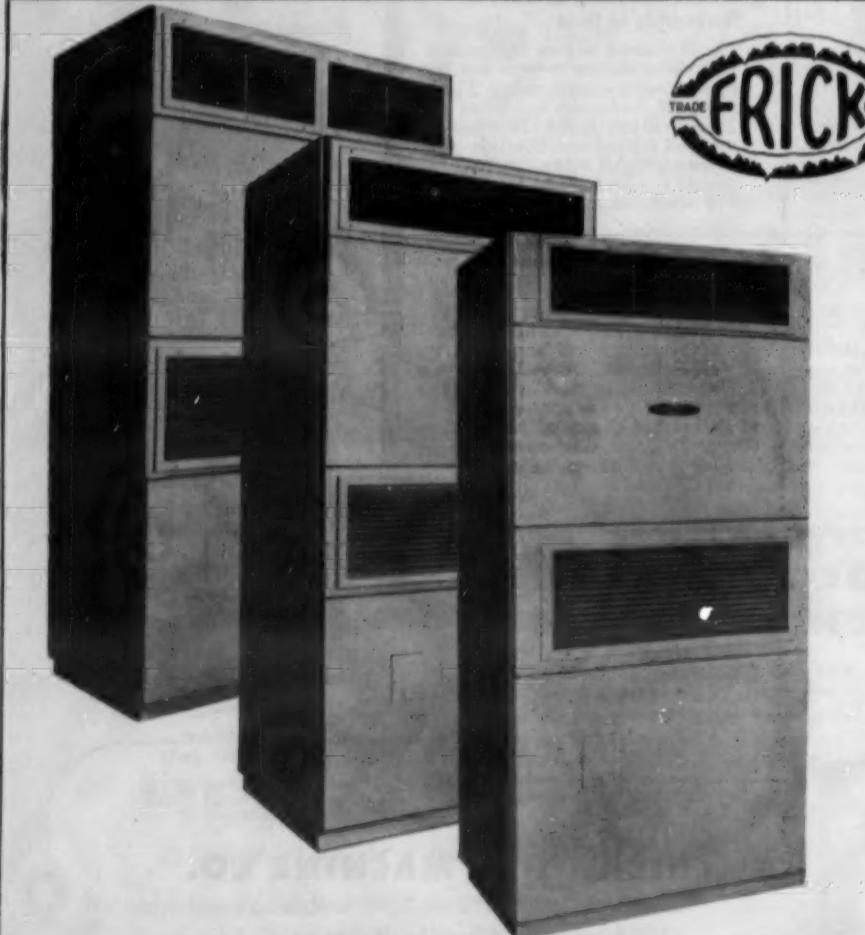


Model
ICM-16-P
KUBEMASTER

Sell the ice cube maker that freezes and stores cubes for pennies per bushel. No headaches from complicated machinery when you sell KUBEMASTER to taverns—restaurants—hospitals—clubs—grocery stores or wherever there is a need for a good ice cuber.

DESIGNED, ENGINEERED AND MANUFACTURED BY
United REFRIGERATOR COMPANY
HUDSON, WISCONSIN
WRITE, WIRE OR PHONE TODAY

UPRIGHT FREEZERS BEER DISPENSERS



Unit Air Conditioners

Have built into them 50 years' experience in conditioning air, 74 years' experience in refrigeration, and 103 years of successful engineering. Frick unit air conditioners installed in 1938 are still in service—and good for a long time to come.

These superior units are furnished in sizes of 3, 5 and 7½ hp. They have heavier (quieter) cabinets, well insulated; larger cooling surfaces; insulated condensers; conservative ratings; and many other advantages. All are shown in Bulletin 522. Your copy is waiting: write today.

Some desirable territories still open for qualified Distributors.

DEPENDABLE REFRIGERATION SINCE 1882
FRICK Co.
WAYNESBORO, PENNA. U.S.A.

Government Contracts

NAVY

Navy Purchasing Office, 4th & Independence Ave., Washington, D. C. Attn.: SPF-1A.

Following Items are under IFB 600-759-56-S—Bid Opening 6 Mar. 56. PUMP, HORIZONTAL REFRIGERATION CIR., 12 GPM at 45 ft. head complete with 230 V., DC Motor, 10 ea.—PUMP, HORIZONTAL FIRE AND FLUSHING 112 GPM at 224 ft. head with 230 V., DC Motor, 4 ea.—PUMP, HORIZONTAL REFRIGERATION CIR., 70 GPM at 68 ft. Head with 440 V., AC 60 Cycle Motor, 1 ea. per Spec. MIL-P-17840 dated 1 Mar. 1954 and Amendment 1 dated 25 Mar. 1954 with Modifications indicated in Invitation. The material under this specification is of a type on the Navy Qualified Products List.

Certain government specifications call for qualification testing and approval of products covered thereunder. Where this is the case, a supplier to be eligible to submit bids on and to receive government contracts for the items covered by such specifications generally must have advance qualification approval of his product.

HEATER, COOLING, 12 V. DC, Capacity 75,000 B.t.u./hr., Design Pressure 30 PSI, Operating Pressure, 15 PSI, complete with all auxiliaries, accessories and controls, per Interim Military Spec. Heater, Coolant, Internal Combustion Engine, MIL-B-17153A(SHIPS) dated 20 July 1953, and Amendment 4 dated 28 May 1954, with modifications indicated in invitation—20 ea.—IFB 600-765-56-S—Bid Opening 12 Mar. 56.

Navy Purchasing Office, 4th & Independence Ave., Washington, D. C. Attn.: SPF-1A.

The following Items are under IFB 600-766-56-S—Bid Opening 14 Mar. 56. CONDENSING UNIT FOR AIR CONDITIONING APPLICATION, 444 Volt, 3 Phase, 60 cy., AC, 3.8 ton—2 ea.—SAME. Except 17 ton—4 ea.—SAME. Except 26 ton, 3 ea.—SAME. Except 2.0 ton—8 ea.—Per Spec. MIL-R-16743C dated 7 Sept. 1955 as modified in invitation.

Commanding Officer, Chicago QM Purchasing Center, 1819 West Pershing Rd., Chicago 9, Ill.

REFRIGERATORS, MECHANICAL, size 12 (12 cubic foot capacity), left and right hand side hinged doors—586 ea.—IFB 56-260(B)—Bid Opening 9 Mar. 56.

Navy Purchasing Office, 4th & Independence Ave., Washington, D. C. Attn.: SPF-1A.

The following Items are under IFB 600-777-56-S—Bid Opening 16 March 56. COOLING COILS, Gravity, size 5G, 44 ea.—CHILLED WATER TYPE A (Duct), sizes 48 DW thru 46 DW. Total all sizes 39 ea.—CHILLED WATER UNIT COOLER, Type B, size 44 UW, with 115 V., AC motor, 4 ea.—Incl. 1 preprod per Spec. MIL-A-2939B(SHIPS) dated 27 Aug. 53 and Amend. 4 dated 3 Jan. 56 with Modifications indicated in invitation. The material under this specification is of a type on the Navy Qualified Products List.

General Stores Supply Office, 700 Robbins Ave., Philadelphia 11, Pa.

LEAK DETECTOR, REFRIGERANT GAS, Spec. Linde Air Products Co. or equal—366 ea.—IFB 155-1010-56B—Bid Opening 15 March 56.

AIR FORCE

Base Procurement Office, Randolph Field, Texas.
AIR CONDITIONING OF THE EAM ROOM, Building 458, Randolph Air Force Base, Randolph Field—Job—IFB 41-606-56-74—Bid Opening 7 March 56.

GENERAL SERVICES ADMINISTRATION

General Services Administration, Region 4, Business Service Center, 50 Seventh St., N.E., Atlanta, Ga.
NEW AIR CONDITIONING for Court Room and Judges' Offices, Montgomery, Ala., Post Office and Court House—Job—IFB CR4-1118A—Bid Opening 3-6-56.

General Services Administration, Region 4, Business Service Center, 50 Seventh St., N.E., Atlanta, Ga.
AIR CONDITIONING COURT ROOM AND JUDGES SUITE, Asheville, N. C.; Post Office and Court House—Job—IFB CR4-1250—Bid Opening 3-8-56.

AIR CONDITIONING FOR COURT ROOM, Columbia, S. C.; Post Office—Job—IFB CR4-1246—Bid Opening 3-8-56.

CONTRACTS AWARDED

General Services Administration, Region 3, Business Service Center, Washington 25, D. C.
Air Conditioning Units, Window, (IFB R2D-60951-R)—600 ea.—\$87,096—McGraw Electric Co., Lonergan Mfg. Div., Albion, Mich.

General Services Administration, Region 7, Business Service Center, Dallas, Tex.
Air Conditioning Court Room and Judges Chamber, Post Office and Court House, Pecos, Texas (IFB CR7561-99)—Job—\$10,975—City Electric Service, 1519 West 3rd St., Pecos, Texas.

General Services Administration, Region 4, Business Service Center, 50 Seventh St., N.E., Atlanta, Ga.
Air Conditioning for Court Room, U. S. Post Office and Court House, Spartanburg, S. C.—(IFB CR4-1179-GS-04-B-5523)—Job—\$13,000—J. L. Wynn & Co., 751 Lowndes Hill Rd., Greenville, S. C.

Chicago QM Purchasing Center, U. S. Army, 1819 West Pershing Rd., Chicago 9, Ill.
The following items were awarded under IFB 56-210(B)—Refrigerators, Mechanical, Household, 8 cubic foot capacity—2,936 ea.—\$283,442—Refrigerators, Mechanical, Household, 12 cubic foot capacity—160 ea.—\$24,622—Frigidaire Sales Corp., 300 Taylor St., Dayton, Ohio.

Refrigerators, Mechanical, Household, size 12 (12 cubic foot capacity), IFB 56-200(B)—1,028 ea.—\$149,039—Frigidaire Sales Corp., 300 Taylor St., Dayton, Ohio.

Square D Names Chandler

DETROIT—Robert L. Chandler has been appointed plant manager of Square D Co.'s newest facility on Twelve Mile Rd., Royal Oak Township, Mich.

The 60,000-sq. ft. Royal Oak plant, located on a 19-acre site, will supplement Detroit plant production.

REGIONAL MANAGER

We are a large manufacturer of commercial refrigeration and market fixtures. Our increased volume has forced us to obtain additional plant facilities in the Midwest. To further our expanding operations, we require the services of another regional manager under 50 years of age and free to travel. Must have proven managerial ability, capable of supervising salesmen and the varied operations of the region. Our man must have a sound background of supermarket layout, planning, and selling refrigerated market fixtures. To a qualified man we offer a most lucrative proposition, based on a salary plus commissions on the regional volume, plus all travel expenses and company benefits. Please give complete details of your experience, family status, etc. in first letter. Personal interviews will be arranged.

BOX A5464, Air Conditioning & Refrigeration News.

Package Unit Mixes Air, Carbonic Gas To Preserve Uniform Draft Beer Quality Throughout Barrel Tap, Eliminates Waste

CINCINNATI — Myron E. Hood, general manager of Hood Draft Beer Equipment here, announces that he has perfected and patented a package unit which is claimed to solve the problem of preserving the original quality of draft beer throughout the tapping of a barrel and, at the same time, completely eliminating waste.

Hood said the new unit, called "Beergard," will be marketed nationally by the company, specializing only on this equipment.

He explained that the unit "uses gas in the proper amount to maintain uniform carbonation and quality in the beer and it uses enough filtered air as a supplementary pressure to offset the deficiency of gas alone."

'Perfect Glass of Beer' Without Deterioration

This results in "a perfect glass of beer at all times until any barrel is completely empty, no matter whether the barrel is on tap an hour or a month and without deterioration at any point in the system," according to Hood.

In tracing development of Beergard, Hood pointed out that a problem "as old as draft beer" has been: Was the tavern owner better off to use carbonic gas or air for a pressure dispensing medium?

Both Air, Gas Have Deficiencies

"Each has a major deficiency and minor deficiencies," he said. "The brewers have unanimously advocated the use of gas as a pressure dispensing medium because they abhor flat beer with its unpalatability and unappetizing appearance.

"They argue, correctly, that the quality of beer on tap cannot be maintained without gas on the beer to preserve the gas content of the beer in the cooperage during tapping.

"But there is only a fixed gas pressure that can be applied to beer at a given temperature to keep carbonation uniform and when this is exceeded, over-carbonation results."

When gas was used as a pressure dispensing medium on his conventional refrigeration and dispensing equipment, the tavern owner "saw so much visible waste from wild beer during dispensing that he clamored for help," Hood stated.

High Pressure Dispensing Equipment Developed

"Refrigeration equipment manufacturers came to his aid with high-pressure dispensing equipment, used air for a pressure dispensing medium and cut down on the visible loss to the tavern owner by elimination of wild beer. Tail-end beer went from 'wild' to 'flat,' but it was still tail-end beer, undisguised.

The tavern owner now had a choice. He could use gas, avoid flat beer and put up with the visible losses or he could use air, avoid wild beer and put up with flat, unpalatable, unappetizing beer near the end of the barrel, some of which he might discard rather than serve and further, put up with in-

visible losses from deterioration."

A few years back, Hood, an engineer, was selling draft beer refrigeration and dispensing equipment. After listening to criticisms of air and also of gas, he formed his own ideas "based on practical, applied science."

He bought a tavern and experimented on a pressure dispensing medium "comprised of just the right amount of gas pressure to keep the gas content of the beer in the barrel on tap constant at its known storage temperature, then supplemented this pressure with air to eliminate tapping losses which were inevitable if no supplementary pressure was used."

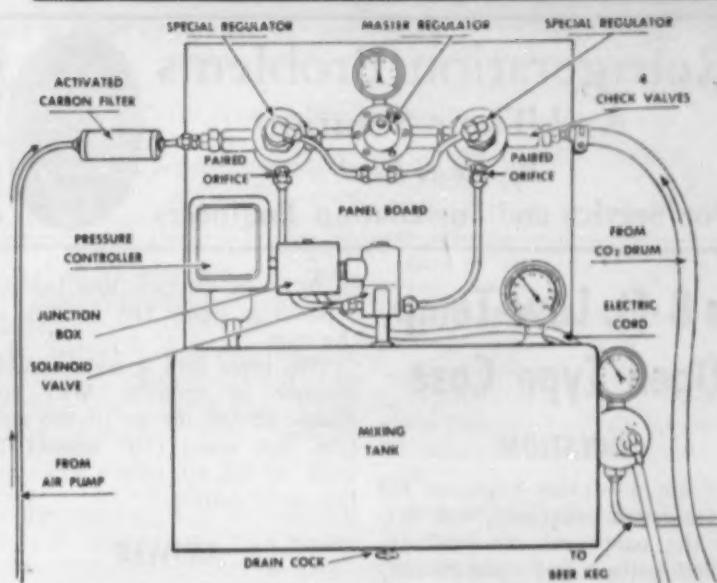
Hood devised a way to provide

a controllable mixture of gas and air.

The exact mixture attained was never known until it was analyzed for gas content with special testing equipment on each job. Tests and adjustments were made until the equipment was finally regulated to provide a proper mixture.

Hood applied for patents on his system, which he called a "Beer-Gas Stabilizer," and started to market it on a small scale.

However, the installation work and testing routine on this original Beer-Gas Stabilizer was too cumbersome for marketing on a national scale. So Hood set about devising a package unit "which could be easily installed

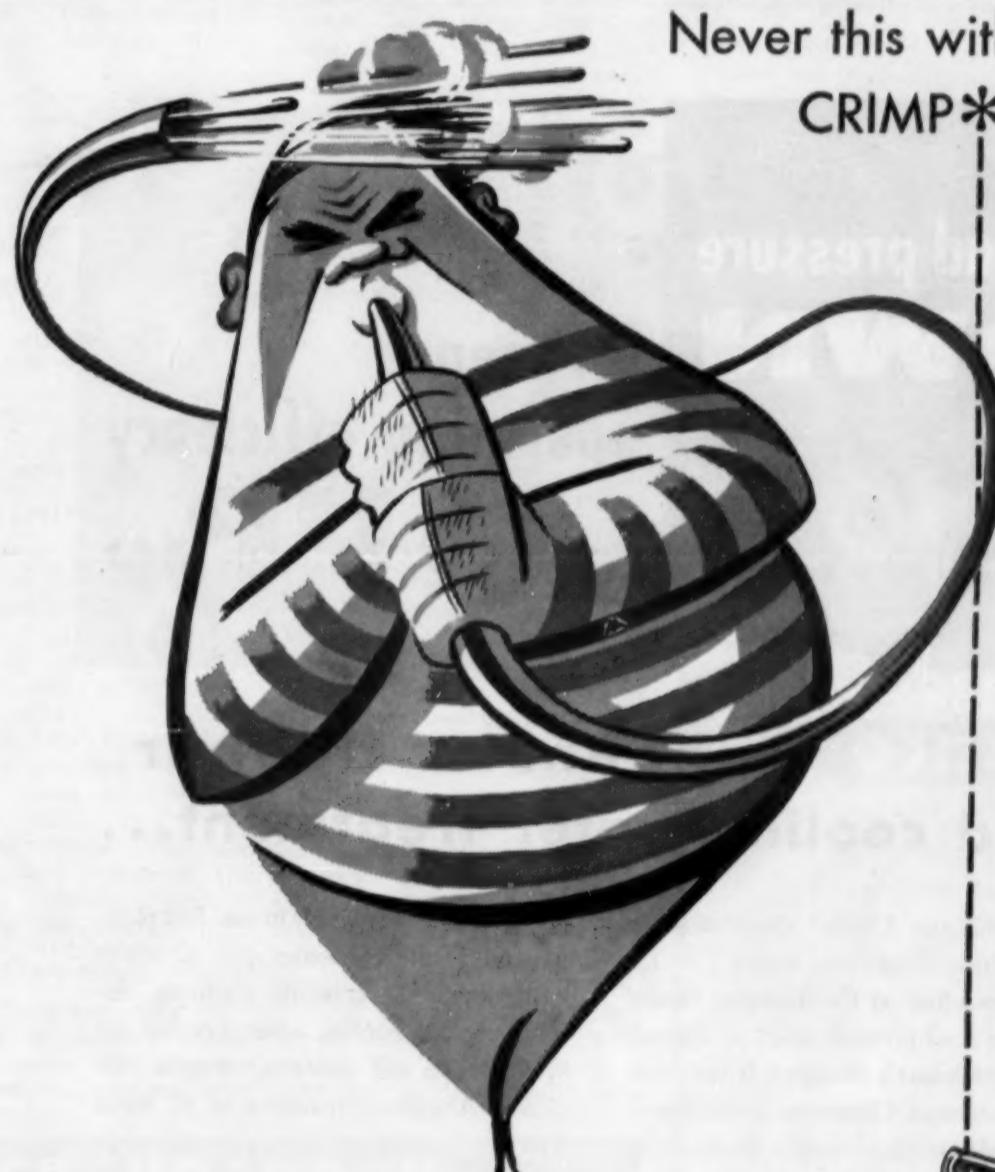


DETAIL drawing of "Beergard" package unit draft beer dispensing system.

and which would also provide completion of installation." any predetermined mixture Beergard was the result. needed for any specific draft He said it will be installed beer dispensing system immediately and automatically upon temperatures are maintained."

Never this with our double

CRIMP*



With the double crimp we put in both ends DRYSEAL can arrive in only one condition ... dry as a bone and clean as a whistle. The double crimping is the final step in manufacturing, immediately following a special cleaning and dehydrating operation, which keeps dirt and moisture from entering the tube. The seal is made in such a way that

DRYSEAL can be passed through any opening large enough for the tube itself. As for bendability—the dead-soft temper of the copper used in DRYSEAL allows you to make the most intricate bends by hand. And its ductility and soft temper make it extremely easy to flare for compression fittings without danger of splitting. Tube sizes— $\frac{1}{8}$ " to $\frac{3}{4}$ " O.D.

The DRYSEAL carton, attractively designed for easy identification, contains one 50-foot coil ... is easier to handle, light weight, economical and sturdily made to assure protection of the tube in stock and in transit.

REVERE
COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Brooklyn, N. Y.; Chicago, Clinton and Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Newport, Ark.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere.

* **REVERE**
DRYSEAL
COPPER
REFRIGERATION
TUBE

Refrigeration Problems And Their Solution

By Paul Reed
For Service and Installation Engineers



An 8-Ft. Low-Temp., Open Type Case

QUESTION

"I am a service engineer for an ice cream company, and during the past year we have installed quite a few open display cases of several of the better makes. There seems to be quite a lot of discussion here on proper suction line sizes.

"On 8-ft. cases with 1½-hp. water-cooled compressors, we try to maintain -30° F. air temperature. We have been using

½ to ¾-in. suction line tubing, depending upon the length of the run.

"We have had a considerable amount of trouble. Will you please advise me as to the suction line sizes that should be used, or tell me where I can get this information."

ANSWER

The first item in your letter that was quite surprising, was the -30° air temperature. Should it be necessary to carry such low temperatures? Some of the fruit ice creams or other very sweet or highly flavored ice creams must be kept at -10°

to -15°, but we doubt that an air temperature of -30° is necessary.

It is true that in today's supermarkets, the very high intensity of illumination, among other things, results in a great amount of radiant heat load on the case, and one way to maintain a salable condition of the frozen products is to carry a very low air temperature in the case.

Nevertheless, it seems to be a lot to expect of the case and the refrigerating equipment to maintain a -30° air temperature in the case.

A 'VICIOUS CIRCLE'

When you get down to an air temperature of even -10°, the evaporator temperature is probably about -25° to -30°. At -30° air temperature, the evaporator temperature is probably -45° to -50°. The efficiencies and capacities of compressors begin to fall off rather rapidly at such low

temperatures, so your 1½-hp. unit probably does not produce more than about 2,500 B.t.u. per hour under those conditions. This is about one-half the capacity that you would get if you maintained the air temperature at -10° or above.

As the air temperature goes down and with it the capacity of the compressor, the load on the fixture goes up, making it just that much harder to maintain the temperature. It is a sort of "vicious circle."

MAKES DEFROSTING HARDER TOO

Moreover, your defrosting problems get much worse. Not only does more frost accumulate, but you can spare less time in which to defrost, and if you don't defrost the evaporator completely, at least once and probably twice per 24 hours, you are really in trouble.

If you find that you can carry the air temperature a few

degrees higher, and still keep your customer satisfied, you and he will both be repaid by doing it. Every degree higher will help just that much, and 10° higher should make a marked difference.

BIGGER UNIT FOR -30°

Each case manufacturer knows his own case best, and if he specifies a 1½-hp. water-cooled condensing unit for an 8-ft. open type low-temperature display case, he has good reason for doing so.

However, in specifying a 1½-hp. unit he may expect that the air temperature will be about -10° and not -30°. Also he may place limitations on the temperature of the cooling water, the temperature of the outlet water, and the head pressure.

Our own reaction is that an 8-ft. case of this type, especially if such a low air temperature as -30° is to be maintained, would do much better if it had a 2-hp. unit on it.

SUCTION LINE SIZES

Your letter did not so state, but presumably the refrigerant is "Freon-22" or "Genetron-141." If this is true, and assuming that a 2-hp. unit is used, the suction line should be ¾-in. OD tubing, and this size should be adequate for runs of up to at least 50 or 75 ft.

If "Freon-12" is the refrigerant, then the size suction line you are using is about right. However, if you are using ½ or ¾-in. tubing with "Freon-22" and a 1½-hp. unit, it is our opinion that it is too large. As a consequence, the velocity of the suction gas will be too low to properly return oil and an oil-logged evaporator will be the result.

You did not state just what sort of trouble you are having, but from the other data given in your letter it would be expected that you are finding it difficult to maintain a -30° air temperature; that you are having trouble in keeping the evaporator properly defrosted, and that you may be having oil return trouble and an oil-logged evaporator. Also, the 1½-hp. condensing unit is probably running almost all, if not all, of the time.

FOLLOW MANUFACTURER'S INSTRUCTIONS

Practically all manufacturers of this type of equipment include a full set of instructions with each fixture. Possibly they have been removed before you see the case. Perhaps these instructions do not give all of the information that you need, such as line sizes and normal temperatures for the product and the air.

We hesitate to specify line sizes, or even condensing sizes, for specific makes of cases.

(Concluded on next page)



with **anco** condenser cleaner and cooling water treatment...

ANCO Condenser Cleaner removes scale and rust from condensers within 2 to 15 hours, depending on the thickness of the scale. The head pressure drops to normal and the condenser's efficiency is restored. ANCO Condenser Cleaner is an exclusive dry formula which is simply dissolved in the sump while the system is in operation. It is equally effective in evaporative condensers and those with separate cooling towers.

ANCO COOLING WATER TREATMENT

Prevents scale, rust and pitting in new or recently-cleaned condensers. It is packed

in convenient cans, ready to use. Just place the can in the condenser pan or tower basin where the contents gradually dissolve into the cooling water, keeping the system clean and operating at peak efficiency. Absolutely harmless to all metal parts.

Free WATER TREATMENT MANUAL

A complete booklet on the control of scale, rust and algae in refrigeration and air conditioning systems. No service department should be without a copy. It's yours for the asking.

Sold by wholesalers of air conditioning
and refrigeration supplies

SPECIALISTS IN MAKING
WATER BEHAVE



Anderson Chemical Company, Inc.
Box 1424 • MACON, GEORGIA • Phone: 2-7962

MARSH
Instruments

THE SERVICEMAN LINE of Testing Gauges, Testing Thermometers, Timers, etc.

PRESSURE GAUGES and Dial Thermometers for all services.

MARSH-ELECTRIMATIC, Water Regulating Valves, Solenoid Valves.

MARSH INSTRUMENT COMPANY
Sales Affiliate of Jas. P. Marsh Corporation
Dept. D, Skokie, Ill.

Low-Temp Case--

(Concluded from preceding page)

These are matters on which the instructions of the manufacturer of the case should be followed.

If you do not have the manufacturer's data on the cases you have installed, or are unable to get a set locally, get in touch with the distributor for that area. If, for any reason, he is unable to furnish the information you need, do not hesitate to write directly to the Service Department of the fixture manufacturer.

When you do so, be sure to give him the *model and serial numbers* of the fixture, and of the condensing unit. Also describe the trouble you are having, and give him as much information as you can as to normal operating suction and condensing pressures, control settings and the frequency and duration of the running and idle cycles, and of the defrost periods.

With his intimate knowledge of his own product, with a correct identification of the model and serial number, and with the description of the trouble and of the operating conditions, you will be surprised at how well he can diagnose the trouble and make recommendations for correction.



when protected with



MECHANICAL INDUSTRIES
PRODUCTION COMPANY
223 ASH STREET • AKRON, OHIO

Harry Alter's Newest



Servicing Automobile Air Conditioners

BY C. DALE MERICLE

This is the third and final instalment describing the air conditioning system manufactured by Mark IV, Inc.

Next in the series will be a discussion of the air conditioners made by Mobil-Aire Mfg. Co., Div. National Gas Equipment Co., Inc.

Makes previously discussed have included A.R.A. Frigikar, Automotive Air Conditioning, Pivot, Novi, Oldsmobile, Buick, Pontiac, Chevrolet, Ford, and Nash.

Mark IV (3)

Mark IV, Inc.
3110 N. Walker
Oklahoma City

SERVICE HINTS

Evacuating System

Mark IV air conditioning systems are evacuated by operating the engine at a slow idle speed with a compound gauge manifold set installed in the usual manner.

The manufacturer states that "complete evacuation has been obtained when high pressure gauge reads absolute zero with gauge manifold closed and low pressure gauge reads 28-in. vacuum."

On a new system the liquid receiver valve should then be opened slightly, allowing enough refrigerant to enter system to raise pressure to 20 p.s.i.g. for leak detection. Following leak detection, the system should be evacuated again.

Charging System

Mark IV air conditioners are shipped from the factory with a complete charge of refrigerant in the receiver-condenser assembly.

The refrigerant is "Freon-12" or "Genetron-12."

Charge is 4 lbs. in units having a 3-row condenser; 2½ lbs. in systems using a 2-row condenser.

Adding of refrigerant or making a complete charge in the field is done in the usual manner through the low side.

Checking Operation

1. Open both condenser service valves by turning stems counter-clockwise to full back seat position. Pressure will read tight, and bubbles persist, sys-

tem is short of refrigerant. Add Mark IV models using liquid line solenoid valve).

Moisture freeze-up in system.

High suction pressure.

Causes of high suction pressure can be:

Leaking or broken compressor valves.

Low refrigerant charge.

Loose belts.

Expansion valve super-heat setting open too wide.

Expansion valve bulb loose.

Temperature control thermostat does not cut out (on Mark IV models with solenoid bypass).

Low head pressure.

Causes can be:

Shortage of refrigerant.

Leaking or broken compressor valves.

High head pressure.

Causes of high head pressure can be:

Clogged air passages in condenser.

Air in system.

Radiator fan belt slipping.

Excessive charge of refrigerant.

Car engine overheating.

Restriction in compressor discharge line.

Expansion valve super-heat setting too low (open too wide).

Compressor noisy with low suction pressure.

This can be caused by too much oil.

Noisy (hissing) expansion valve.

This can be caused by shortage of refrigerant.

DEPENDABOOK No. 163

Over 10,000 (count 'em!) items, shown and priced:

REFRIGERATION PARTS and Supplies

Also Electric Motors and
Parts and Air
Conditioning

Write for your copy and save money

The HARRY ALTER CO., Inc.

1728 S. Michigan Ave., Chicago 16, Illinois
134 Lafayette Street, New York 13, N.Y.
122 Parkhouse Street, Dallas 7, Texas

For more information about products advertised on this page use Information Center, page 26.

tem is short of refrigerant. Add Mark IV models using liquid line solenoid valve).

(b) Turn both blowers "on" and close evaporator door. Allow unit to operate for two or three minutes or until suction pressure reads 20 to 25 p.s.i.g. Open door and check sight glass; if bubbles are still present, add refrigerant as described above.

9. Before removing gauge manifold, system must be checked for overcharge. Close liquid receiver tank service valve and observe high pressure gauge. Pressure may rise to 270 to 300 p.s.i.g., but should fall as soon as low pressure gauge reads zero or below. If high pressure goes above 300 p.s.i.g., quickly open liquid receiver service valve. Excess refrigerant is bled off through high side of gauge manifold. Repeat operation until charge can be contained in condenser.

5. Remove thermostat bulb from evaporator coil, if used in system. Leave evaporator door open. After approximately five minutes, frost or heavy sweat will appear on suction line up to compressor. When suction or low-side pressure reaches approximately 10 p.s.i.g., if frost or sweating does not occur, observe sight glass. If bubbles are present, system is short of refrigerant. Add refrigerant until sight glass is clear.

4. If shop ambient is 80° or above, place fan in front of car radiator.

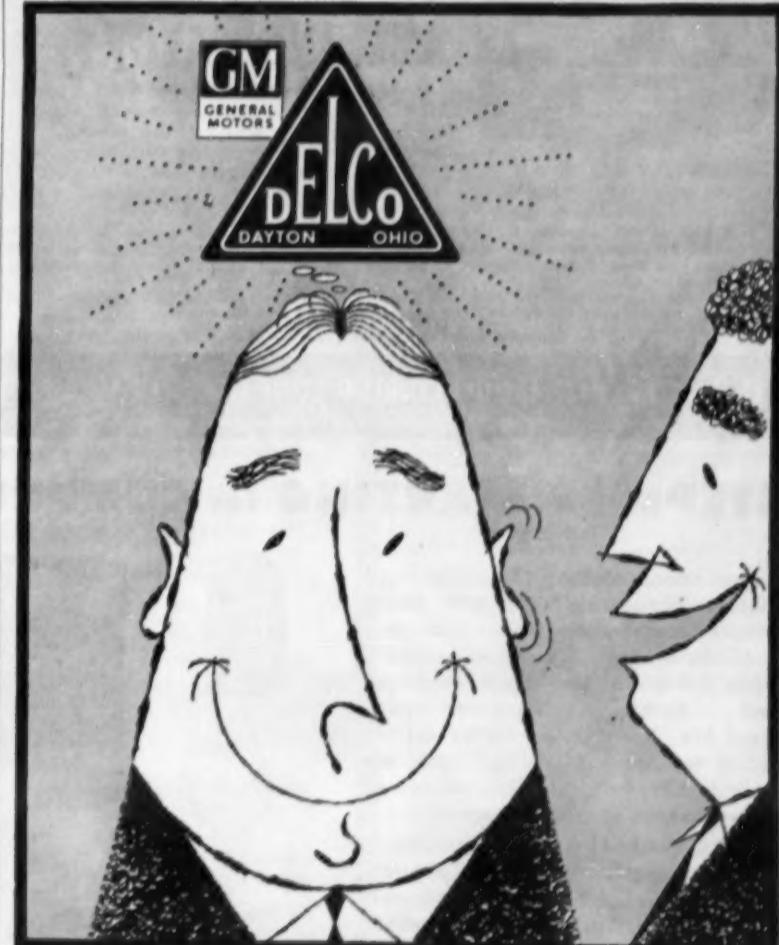
6. Insert thermostat bulb in evaporator coil, and set thermostat to cut out at 18 to 21 p.s.i.g. suction pressure.

7. Turn blowers "on." Suction pressure will gradually pull down to 30 p.s.i.g. and will gradually fall to approximately 25 p.s.i.g. as the car interior is cooled.

8. Check units on which the TMA-400 valve is installed as follows:

(a) Open evaporator case door. After two or three minutes operation with blowers off suction pressure will reduce to 0 p.s.i.g. or possibly 2 in. to 3 in. vacuum. Heavy sweat or frost will appear on suction line and valve. If this does not occur, check sight glass for presence of bubbles.

Before adding refrigerant to a system in which bubbles appear in sight glass, check expansion valve bulb for good contact with suction line. If bulb clamp is tight, and bubbles persist, sys-



"I always depend on DELCO PRODUCTS
... it's the one complete electric
motor source for our business."



GM GENERAL MOTORS
DELCO Electric MOTORS
DELCO PRODUCTS, DIVISION OF GENERAL MOTORS, DAYTON, OHIO

Proved best by Performance!

No matter what type of electric motor you need, Delco Products can supply it. Delco Products makes more models and types of motors for the air conditioning industry than any other manufacturer. For quick delivery call your nearby Delco Products Electric Motor Distributor.



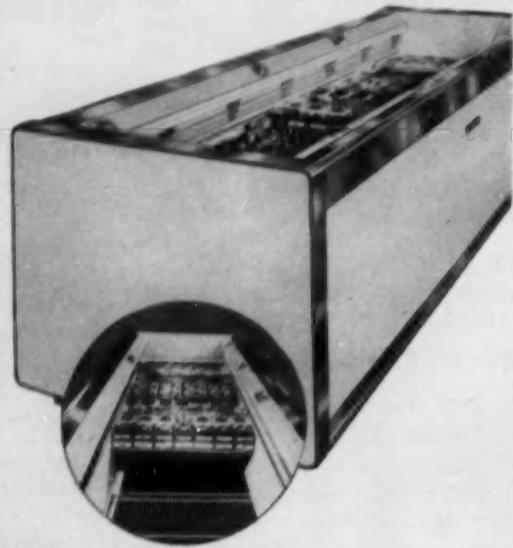
FROZEN-FOOD PACKS ACROSS give more profits per lineal foot!

This Warren Master Merchandiser gives your customer maximum return from every foot of floor space. The extra variety . . . extra capacity . . . the "Lucky 7th" row affords make Warren Master Merchandisers the best buy of all. Get the details now!

WARREN IL-11 ISLAND MASTER MERCHANTISER

This frozen-food salesman holds 1449 packages; features Multi-Case construction for single and back-to-back line-ups. Three-position shelves for heavy and light loads.

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FREE LITERATURE



Warren Refrigerators

P. O. BOX 1436 ATLANTA 1, GEORGIA

LIQUID EYE® POSITIVE SEALING INDICATORS

Illustrated: 3/8" M.P.T. x 3/8" M.F.L.

can be made to your exact specifications
Allin engineering recently solved a
leading manufacturer's tough problem
on automobile air conditioning
with this "MIDGET" LIQUID EYE

A few of the important LIQUID EYE features: spring-loaded gaskets for positive sealing against leakage • unrestricted full line flow • pyrex glass, double sealed at sides and ends, provides instant visible check of refrigerant condition • guaranteed to 500 psi. • precision made.

One or more of the wide variety of standard Liquid Eye sizes and styles may meet your needs perfectly—or we'll make them to your particular specifications.

Write today for Catalog D-55 containing the Allin line of quality products.

 **Allin MANUFACTURING COMPANY** 1153 W. Grand Ave., Chicago 22, Illinois
Almost 1,000,000 Liquid Eye indicators sold to date!

STEPLESS STARTING for COMPRESSOR MOTORS

Velvet smooth starting of squirrel cage motors—obtainable only with Allen-Bradley compression resistance starters—eliminates excessive strains on gears, belts, pulleys, as well as on the driven unit . . . thus assuring increased equipment life. There is no heavy current inrush to cause flickering lights nor undesirable voltage fluctuations—so objectionable to power companies.

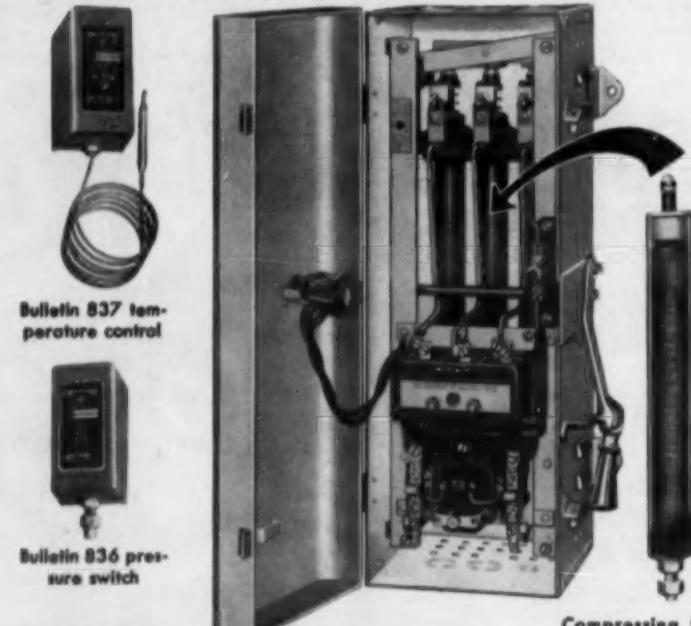
The Bulletin 640 is easy to operate . . . as the starting lever is gradually raised, the motor gradually comes up to speed. At full speed, line voltage is automatically applied without circuit interruption.

Write for your A-B Handy Catalog . . . the directory of manual and automatic "Quality" motor controls.

Allen-Bradley Co.
1313 S. First St., Milwaukee 4, Wis.

In Canada—

Allen-Bradley Canada Ltd., Galt, Ont.

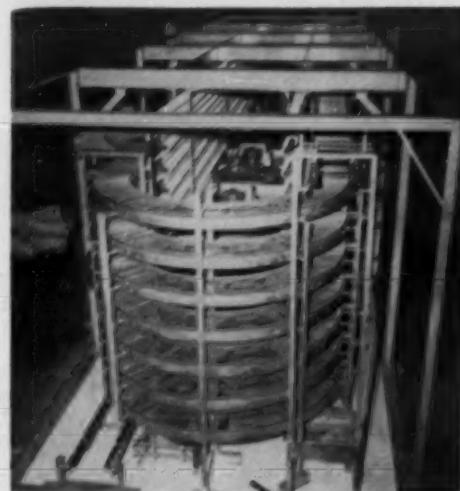


Bulletin 640 Manual Resistance Starters provide no-voltage protection. Dependable overload relays retain accuracy even after years of service. The motor is stopped by pressing the STOP button in the cover of the starter. Available from 5 hp to 200 hp, 220-440-550 v.



The Sign of
QUALITY
MOTOR CONTROL

Continuous Unit Freezes Many Packages, Types at Same Time



HIGH SPEED food freezer with outer walls and roof removed shows conveyor system, fans (center), and banks of freezing coils. Developed by the York Corp. with the cooperation of Union Steel Products Co., this new completely automatic equipment reportedly can freeze thousands of wrapped packages every hour.

York-Union Equipment Handles Thousands of Packages per Hour

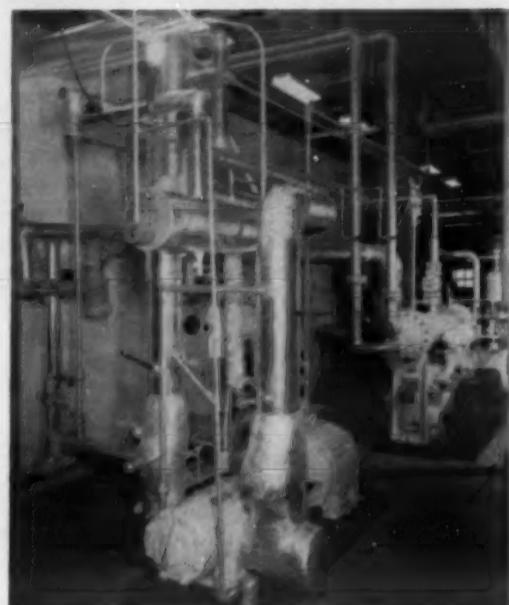
NEW YORK CITY—Development of a continuous food freezer of unusual versatility, which can freeze thousands of wrapped food packages an hour, was introduced at the National Frozen Food Convention in the Waldorf Astoria.

Produced by the York Corp. and incorporating mechanized conveyor equipment manufactured by Union Steel Products Co. of Albion, Mich., the York-Union Continuous Food Freezer comprise completely automatic equipment to freeze foods of varying types and sizes simultaneously.

UNIT ORIGINALLY DESIGNED FOR BAKING INDUSTRY

Designed originally for the baking industry at York's Engineering and Development Laboratories, the continuous food freezer is also expected to gain wide use in the freezing of poultry, packaged meats, ice cream, and other bulk food products.

A typical York-Union freez-



YORK-UNION continuous food freezer compound refrigeration system showing the small, compact York rotary booster refrigeration compressor which enables the freezing system to produce below zero temperatures inside the freezing tunnel.



AUTOMATIC food freezer shown handling wrapped bread loaves can freeze thousands of varied types and sizes of food every hour. The York-Union "Continuous Food Freezer" takes in freshly processed food on conveyors. A unit 60 ft. long, 14 ft. wide, and 11 ft. high can freeze 3,560 loaves of bread or 2,930 whole 2 1/4-lb. chickens, or 9,300 pint packages of ice cream in an hour, it was stated.

ing tunnel 60 ft. in length, 14 ft. wide, and 11 ft. high could freeze each of the following quantities of food in an hour: 3,720 half-gallon or 9,300 pint packages of ice cream; 3,570 small meat pies; 5,360 small fruit pies; 3,560 loaves of bread; 5,955 pullman rolls; and 2,390 whole 2 1/4-lb. chickens.

out the freezing enclosure.

Through integration of the York-Union Continuous Food Freezer into food processing production lines, materials handling economies are effected, it is claimed, as wrapped products can be frozen quickly and moved into frozen storage without a hand touching the package.

UNIT ENABLES BAKERS TO CONCENTRATE ON DAILY ITEMS

The new automatic freezer can be kept at a uniform temperature of -30° F., or lower if desired, by means of a York multi-stage compression system which refrigerates the freezer's coils to a temperature of -40° F. or below. Six propeller type fans blow air through vertical banks of coils, and a special air distribution system keeps the temperature uniform through-

WHIRLPOOL - SEEGER

Corporation
Evansville, Ind. Division

Needs

GRADUATE ENGINEERS

For Interesting and Challenging Assignments
in

DESIGN - TEST - DEVELOPMENT

of Household Refrigerators, Freezers, Window and Central Air Conditioning Systems, Compressors, refrigeration electrical systems, and hermetic sealed motors.

These are permanent positions offering excellent salary and opportunity for advancement plus an outstanding employee benefit program. Replies confidential. Please send detailed resume to Mr. B. Yaeger, Employment Manager, Evansville Division, Whirlpool-Seegeer Corp., Evansville, Indiana.

Missouri U To Hold 3rd Air Conditioning Conference March 22-23

COLUMBIA, Mo.—Third annual air conditioning conference under the sponsorship of the University of Missouri will be held March 22 and 23 on the campus here.

The conference is for air conditioning dealers, contractors, and service engineers, and for architects and engineers. Speakers will include personnel from the industry, as well as men from the University of Missouri College of Engineering.

A partial list of topics to be presented includes: medical aspects of air conditioning, air cleaning and air purity, duct design and layout, load calculation, air distribution, cooling towers, controls, analysis of new equipment. There will be some ses-

sions for both beginners, and for people advanced in the field.

Registration fee for the course is \$10. Further information and a copy of the program may be obtained by writing Prof. M. M. Bolstad, Department of Mechanical Engineering, University of Missouri.

Bell & Gossett Names 2

MORTON GROVE, Ill.—Two new direct factory representatives in the Bell & Gossett sales organization were named recently by Ralph A. Patterson, vice president in charge of east coast sales.

Frank J. Sprague will take over the northeastern New York territory. Richard Markel joins the B&G New York City office.

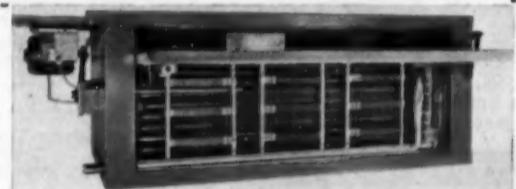
Sprague was formerly with Goodyear Tire & Rubber Co. of Syracuse. He joins his father, Kenneth Sprague, the B&G representative in the area for over 17 years.

NEW Completely Automatic KRACK ELECTRIC DEFROST UNIT KOOLOERS

For Sharp Freezers, Locker Systems, Ice Cream Hardening Rooms, etc.

Exclusively Patented Models for Freon, Ammonia and Brine

KRACK REFRIGERATION APPLIANCES INC.
801 W. LAKE ST., CHICAGO 7, ILL.



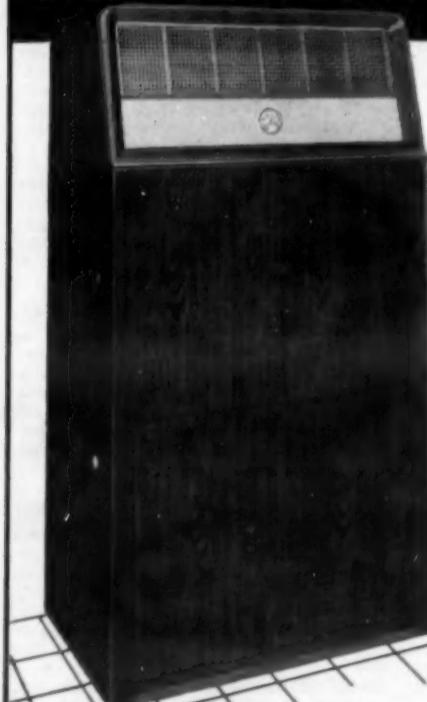
Eliminates Costly Installation—Saves Time, Space, Money!

Complete defrosting is automatically done with electrically heated air circulated within the unit while the door is closed. Sufficient heat is immediately available at all times regardless of amount of ice accumulation. Krack engineered for many years of dependable performance.

Write for New Bulletin ED-1055 Today!

Pioneers in Refrigeration & Air Conditioning Equipment Since 1931

New compactness in air-cooled AIR CONDITIONER design!



MODEL RO-525A
(with air distribution head)

Smallest air-cooled, self-contained (not remote) 5-ton central type unit made.

5 natural wood-grain finishes available on all free-standing models.

Completely automatic, thermostat controlled, air-cooled condenser.



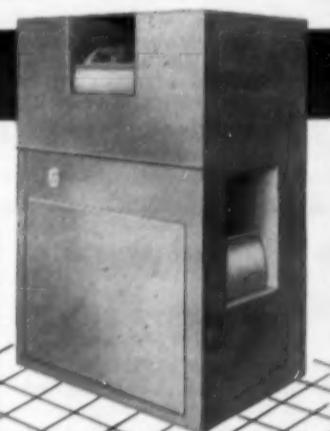
Complete air conditioning for entire home—or equivalent commercial or office area—at the lowest cost in smallest space!
GENERAL AIR CONDITIONERS deliver 2, 3 or 5 tons of cooling. All models operate on standard outlet (220 V, single and 3 phase except 2-ton—single phase only).

Attic, roof, outside, or free-standing units

NATIONWIDE SALES AND SERVICE

Offices and warehouses:
LOS ANGELES • ATLANTA
BOSTON • CHICAGO
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WRITE today for details. Franchise dealerships available.



MODEL RO-525A
(without air distribution head)

Main Office

GENERAL AIR CONDITIONING CORP.

Dept. N-23 • 4542 E. Dunham St.
Los Angeles 23, California

FIVE YEAR GUARANTEE—easy payment plan

Johnson Service Names Colby Gen. Sales Mgr.

MILWAUKEE — Johnson Service Co., manufacturer, engineer, and contractor of automatic temperature and air conditioning control systems, has announced the appointment of John H. Colby to the newly-created post of general sales manager.



John H. Colby

Colby joined the Johnson organization in 1935 as a sales engineer in the company's Boston office. He has been manager of the Boston branch since 1946.

A graduate of Massachusetts Institute of Technology, Colby is a member of the American Society of Heating & Air-Conditioning Engineers.

Room Unit Sales--

(Concluded from Page 1, Col. 4)

It was the general consensus that inventory reductions and continued high level of shipments confirmed the impressions based on scattered reports at this time that retail sales were much higher than in previous years for the same period.

Article 38 in the new San Francisco building code has a section on Mechanical Ventilation and Air Conditioning, and a section on Commercial Refrigeration and Mechanical Cooling for air temperatures below 50° F.

The Air Conditioning section provides that only a contractor with a California State C-20 license will be able to install, alter, repair, or service air conditioning systems or equipment with a capacity higher than the rating shown as the exemption point not requiring payment of installation permit fees.

The Mechanical Refrigeration section provides that only a contractor holding a California State C-38 license will be able to in-



Every Ice Boy
Ice Tip

WASHED

while made...

an important sanitary feature your customers appreciate

You can boost your profits by selling all these customer-satisfying Ice Boy features:

- Dial-a-size Control
- King Size Ice Tips
- Sanitary—stainless steel interior—ice tips washed while made.
- Low Maintenance Cost—only pennies per day

Make every call count—increase your selling potential—Ice Boys can be used in every type of outlet—bars, restaurants, cafeterias, hotels, hospitals, florists, groceries, motels, etc.



GETTING MORE POPULAR
EVERY DAY.



ICE BOY WORKS HERE

ICE BOY

By Lipman Division of Yates-American

Tear out and mail today.

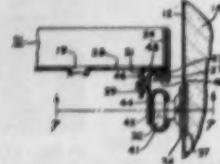
Ice Boy
Yates-American Machine Co.
Dept. B, 763 Fourth Street, Beloit, Wisconsin
Gentlemen: I'd like to sell the Ice Boy line. Please rush me complete information.

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____

PATENTS

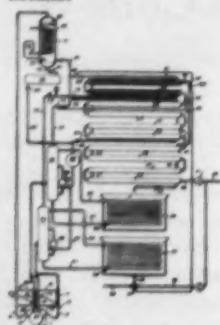
Week of October 4 (Continued)

2,719,772. HORIZONTALLY MOVABLE REFRIGERATOR SHELF. Carl F. Petkowitz, Oakwood, Ohio, assignor to General Motors Corp., Dayton, Ohio, a corporation of Delaware. Application Sept. 23, 1952, Serial No. 311,028. 7 Claims. (Cl. 312—346.)

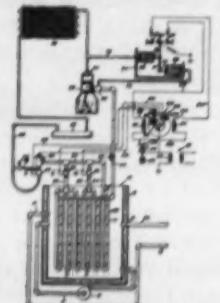


1. In combination, a cabinet having a plurality of walls forming a food storage compartment therein, said compartment having an access opening in the front thereof, a door pivotally mounted upon said cabinet normally closing said compartment access opening, a pair of spaced horizontally aligned rollers rigidly mounted upon each of the opposed upright side walls of said compartment, each of the rollers of said pairs thereof being located closely adjacent the open front of said compartment, a shelf within said compartment having a food supporting area extending continuously from one to the other of said side walls over said rollers, means for supporting said shelf upon said rollers, said rollers being located a substantial distance above the bottom wall of said compartment and spacing said shelf therefrom to provide an open space therebelow, said food supporting area of said shelf being reticulated to permit air in said compartment to flow therethrough, said shelf supporting means including a track member embracing a pair of said rollers and provided with a track receiving portion, said shelf having means along its side edges defining a track portion, said track portion on said shelf fitting over said track receiving portion on said track member, said track member being rollable along and relative to said rollers, upon applying a horizontal force to said shelf, to roll the shelf predetermined distance outwardly of said compartment through its access opening when said door is open, said track portion on said shelf being slidable relative to said track receiving portion of said track member to move the shelf an additional distance outwardly of said compartment beyond said predetermined distance of rolling movement thereof, means on one of said portions registering with an opening in the other of said portions to normally permit said shelf to be removed from its supporting means, and said last named means being moved out of registry with said opening in said other of said portions upon movement of said shelf beyond said predetermined distance of rolling movement thereof to prevent removal of the shelf from its supporting means.

fluid leaving said heat exchange fluid passing means.

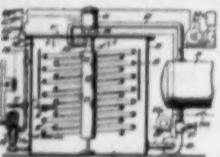


2,720,084. ENERGY STORAGE FOR AIR CONDITIONING SYSTEMS. James G. Halley, Dallas, Tex. Application June 9, 1953, Serial No. 360,468.



1. An energy storage device comprising a compressor, a refrigerant, an evaporator including a plurality of evaporator coils, a liquid heat storage medium having latent heat of fusion surrounding said coils and means automatically responsive to the pressure of the refrigerant when entering and leaving the compressor for selectively connecting said coils in operative relation with said compressor in response to the heat absorbed by said coils.

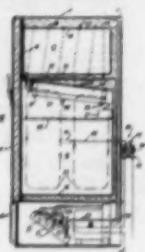
2,720,085. THERMAL RESERVE WATER COOLING SYSTEMS AND APPARATUS. John R. Boyle, Chicago, Ill., assignor to Edward A. Mertes, Chicago, Ill.



1. In a thermal reserve cooler having an operating cycle comprising ice-making and ice-melting phases, the combination of a substantially vertical cylindrical refrigerating coil defining a cylindrical freezing surface, a tank below said coil for collecting water, a rotary spinner disposed substantially axially of said coil, said spinner comprising a substantially cylindrical tube, jets opening outwardly from said tube at spaced points along its length, an inlet opening in the lower end of said spinner adapted to be submerged in the water in said tank for enabling tank water to be lifted centrifugally from said tank upwardly into said spinner to a height above the water level in said tank for outward projection through said jets during the ice-making phase of the cycle, means for feeding water-to-be-cooled into the upper end of said spinner for outward projection through said jets during the ice-melting phase of the cycle, and means mounted within said rotary spinner for limiting or restricting upward flow of the tank water in the spinner when water to be cooled is introduced into the upper end of said spinner.

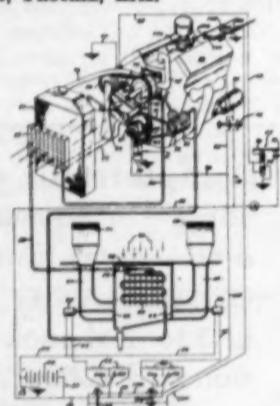
2,720,087. AUTOMOBILE AIR CONDITIONING APPARATUS. Willard L. Groene, Phoenix, Ariz.

age compartments, a compressor operative to compress expanded gaseous refrigerant, a condenser, and a connection for conducting compressed gaseous refrigerant from said compressor to said condenser; the combination comprising a continuous conduit from said condenser back to said compressor and including in series relation in the order named a capillary tube and a first restricted evaporator tube and a second unrestricted evaporator



tube and an unrestricted suction tube, whereby said first restricted evaporator tube is located between said capillary tube and said second unrestricted evaporator tube in said conduit, said first evaporator tube being arranged in the upper portion of said first compartment and said second evaporator tube being arranged in heat-exchange relation with said second compartment, said capillary tube accommodating substantially no expansion of the liquid refrigerant therein, said first evaporator tube accommodating predetermined expansion of the liquid refrigerant therein so as to cool said first compartment to a temperature above the freezing point, said second evaporator tube accommodating further expansion of the liquid refrigerant therein so as to cool said second compartment to a temperature below the freezing point, thermal responsive means controlled by the temperature of said first compartment for operating said compressor between "off" and "on" cycles, and open heat-transfer structure arranged in the upper portion of said first compartment in good heat exchange relation with both said first evaporator tube and the convection currents of air circulated in said first compartment, the gaseous refrigerant accumulating in said first evaporator tube during each "off" cycle of said compressor as a consequence of the heat transferred thereto from said structure and as a result of said location of said first evaporator tube in said conduit effecting flushing of the liquid refrigerant therefrom into said second evaporator tube so that the temperature of said first evaporator tube rises above the freezing point before the next "on" cycle of said compressor, whereby said first evaporator tube and said structure are defrosted following each "on" cycle of said compressor.

2,720,087. AUTOMOBILE AIR CONDITIONING APPARATUS. Willard L. Groene, Phoenix, Ariz.



1. An air conditioning apparatus for a motor vehicle having, a main drive engine, a crankshaft in said engine, a variable speed pulley mounted on and driven by said crankshaft, a main drive engine fan, a water pump, a generator, a belt connected between said variable speed pulley and said fan, pump, and generator, a refrigeration compressor, a belt connected between said variable speed pulley and said refrigeration compressor, a battery, a starting motor, a starting switch manually operable to connect said battery to energize said starting motor, means energized when said starting motor is energized to adjust said variable speed pulley, and further means responsive to the speed of said crankshaft to adjust said variable speed pulley.

(To Be Continued)

PRESSTITE Insulation Adhesives

- quick, permanent adhesion
- long-lasting high bond
- excellent resistance to temperature extremes
- brush, spray or flow

See your wholesaler or WRITE

PRESSTITE ENGINEERING CO.
2774 CHOUTEAU AVE. • ST. LOUIS 10, MO.

Admiral Names Outlet

CHICAGO—Cerullo Electric Supply Co., Inc., Hazelton, Pa., has been appointed the new distributor of Admiral products in the northeastern Pennsylvania

territory, it was announced by W. C. Johnson, vice president-sales, Admiral Corp.

Leonard F. Cerullo is president of the firm. Other officers are Charles Hertel, Sr., and Charles Hertel, Jr.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

RATES for all other classifications \$10.00 per insertion. Limit 50 words. 20¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other address by actual word count. Please send payment with order.

POSITIONS WANTED

SERVICE MANAGER desires a change of position. 25 years' experience in major appliance and refrigeration service, 10 years' managerial experience, 2 years' instructor of refrigeration. Actual service in the field plus a number of years as factory field service representative. Would consider field service work with a manufacturer of appliances or refrigeration. Free to travel. BOX A5460, Air Conditioning & Refrigeration News.

FOREIGN SALES Executive—First class background marketing branded lines overseas, market analysis, sales development, experience in various refrigeration air-conditioning lines—seeks opportunity as sales representative Mexico, Europe or elsewhere. Fluent Spanish, French, Portuguese, Italian, some German. Widely traveled throughout Europe, Latin America, Asia, Far East. Previous resident experience Europe and Latin America. Presently located in New York. Write for resume to BOX A5466, Air Conditioning & Refrigeration News.

travel well established territory, Oklahoma, Georgia and Florida. Dealer contacts. Experience in this field necessary. State age, education, past connections first letter. All of our employees know of this ad. BOX A5467, Air Conditioning & Refrigeration News.

WANTED: COMMERCIAL refrigeration salesman—Old established West Coast manufacturer of a nationally-known line of refrigerated market fixtures has increased its production facilities to handle increased volume, making available opening in two choice territories. To qualify as our direct factory representative, you must be under 45, free to travel, experienced in the designing and layout of grocery stores, supermarkets, etc., and the sale of such refrigerated equipment direct to the user. Excellent remuneration based on salary, commission, and travel expenses plus company benefits. In replying, please include a resume of your background and experience which will be held in strict confidence. BOX A5470, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

AIR CONDITIONING equipment and materials. Brand new—duct heaters—cooling towers—air handlers—condensing unit—belts—motors—starters—filters—controls—thermostats—pressure switches—copper pipe—copper, black and galvanized fittings. Contractors and servicemen note—This equipment and materials priced below wholesale cost. Can be seen at GRIFFITH CONSUMERS COMPANY, 1413 New York Avenue, N.W. Washington, D. C. Phone T. C. Meeker or R. P. Mack, Metropolitan 8-4840.

ROOM AIR conditioner litters—Marco "Toter"—saves back-breaking carrying units up and down narrow winding stairs, through furniture-packed rooms. Made of heavy waterproofed duck reinforced with strong webbing between hardwood shafts. Rolls up like a flag when not in use. \$7.95 Postpaid. MARTIN AIR CONDITIONING SERVICE, 2502 Kensington Ave., Philadelphia 25, Pa.

AIR CONDITIONING value: 2 h.p. hermetic compressor F-12 230V. 1/phase HD200. 2 h.p. air cond. evaporator 23 1/2" L x 16" H x 3 1/2" W. 2 h.p. air cond. condenser 24" L x 24" H x 4 1/2" W. Also included 2 ton F-12 T. X. Valve & dual pressure safety cutout switch. Complete matched component kit as described \$179.50. FREIGHT PREPAID anywhere in the continental U. S. A. WALTER W. STARR, 2833 Lincoln Ave., Chicago 13, Illinois.

40 TON AIR conditioning plant. Two Carrier 20 h.p. compressors complete with motors, drives, starters, disconnects, etc. One Carrier air handling unit with 6 row, 2 circuit D. E. coil and steam coil. One Carrier 40 ton evaporative condenser with starter, disconnect, etc. Equipment 7 years old in excellent condition. Make offer. RAY WATKINS & COMPANY, 1710 Johnson St., Amarillo, Texas. Phone Drake 2-3294.

UNASSEMBLED COOLING tower parts including some motors, blowers, and pumps. Also, complete blueprints and shop drawings. 3, 5, 8, and 10 ton units. BOX A5468, Air Conditioning & Refrigeration News.

INVENTORY OF component parts for packaged, water cooled units. All in excellent condition—brand new. (Compressors, condensers, valves, blowers, eliminators and etc.) Also limited number of packaged air conditioning units complete in 3, 5, and 8 ton capacities. Write to BOX A5469, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

EXCLUSIVE FRANCHISES available in major cities of United States and Canada for handling Beergard. We will install two jobs in taverns in your city, at our original expense, to show you the incredible results produced by Beergard. This is big enough to operate as an exclusive business in centers as large as Pittsburgh, Pennsylvania and provide a very attractive net annual profit. You must be financially responsible and able to make bank connections for discounting your customer's notes on time payment sales.

AIR CONDITIONING salesmen—Experienced in layout, design and engineering for residential, industrial, and commercial. Large, long established Chicago contractor is enlarging sales staff and requires hard hitting salesmen. Earnings \$9,000 to \$15,000 a year. BOX A5463, Air Conditioning & Refrigeration News.

DISTRICT SALES manager—Large nationally known manufacturer of a complete line of condensing units and all popular size packaged air conditioners, residential and commercial. Permanent position, salary, car, expenses, commission. Must be willing to

Week of October 11

5,720,083. HEATING AND COOLING SYSTEM AND METHOD. Milton W. Garland, Waynesboro, Pa., assignor to Frick Co., Waynesboro, Pa., a corporation of Pennsylvania. Application Dec. 8, 1956, Serial No. 199,610. 16 Claims. (Cl. 62—3.)

1. In a refrigeration system having a high side including compressing means and condensing means and a low side including evaporating means and suction means, means for passing a fluid in heat exchange relation with said condensing means, refrigerant bypass means around said condensing means and to the low side suction means in direct communication with the compressing means, and flow control means in said bypass means responsive to the temperature of the

2,720,086. AUTOMATIC DEFROSTING SYSTEMS FOR TWO-TEMPERATURE REFRIGERATORS. Frederic L. Tarleton, Oak Park, Ill., assignor to General Electric Co.

1. In a refrigerator including an upstanding heat-insulated cabinet defining separate first and second food stor-

Chief Product Engineer

To supervise design and development of automatic flow-control valves and devices for refrigeration, air conditioning, heating and general industrial applications. Should have at least 10 years' experience, and have some knowledge of electrical control mechanism.

Must be capable of supervising, leading and inspiring a force of from 12 to 15 engineers and designers in an organization looking forward to constant growth. BSME or BSEE degree or the equivalent in background and experience.

This is an important position with a well-known AAAA company, highly regarded as a leader in the control field. Midwest location in pleasant metropolitan community.

Excellent salary commensurate with background and experience. Write BOX A5465, Air Conditioning & Refrigeration News.

POSITIONS ALSO OPEN FOR DESIGN ENGINEERS—
LABORATORY ENGINEERS

For more information about products advertised on this page use Information Center, page 26.

3 Upped In Sales Promotion Due to Kelvinator Pace

DETROIT — Kelvinator's accelerated sales pace has resulted in three promotions within the sales promotion department. W. E. Saylor, director of advertising and sales



Cameron



L. J. Gage

promotion, has announced.

Three new product sales promotion managers will report to Truman Stone, national sales promotion manager.

L. J. Gage, former operations manager coordinating sales promotion programs, has been named sales promotion manager for home freezers, refrigerators, room air conditioners, and allied refrigerated products.

A. D. Carithers, former sales promotion copy chief for laundry and range products has been made sales promotion manager for laundry equipment and electric ranges.

M. C. Cameron, formerly field representative for Kelvinator's laundry equipment manufacturing subsidiary in Peoria, Ill., has been named retail marketing sales promotion manager for the parent firm.

Gage, a veteran of nearly 30 years with the company, has held a number of sales promotion and advertising positions for both Leonard and Kelvinator products.

Carithers joined Kelvinator's sales promotion department in 1953, and since then has worked on a variety of products, concentrating recently on laundry equipment in addition to electric ranges.

As sales promotion manager for the retail market division, Cameron will be responsible for programs covering major accounts, utilities, and REA.

He joined Kelvinator's Detroit zone office in 1952 in a sales promotion position, it was stated.

FREEZER SALESMEN WANTED NOW!

Sub-Zero Freezer Co., Inc.
Madison Wisconsin

Needs regional salesmen for large productive territories in Mid-West.

SALARY PLUS COMMISSION. CAR FURNISHED. ALL EXPENSES PAID.

Experience preferred but not necessary.

Sub-Zero has shown tremendous growth in the refrigeration industry.

Join now with a Company that has MORE MODELS MORE FEATURES.

SOUND ORGANIZATION. COMPETITIVE PRICES.

Write L. C. Bakke.

WHAT . . WHEN . . WHERE

National Electrical Manufacturers Association (NEMA) Meeting

March 12-16, Edgewater Beach hotel, Chicago

Gas Appliance Manufacturers Association (GAMA) Annual Meeting

April 19-21, The Greenbrier, White Sulphur Springs

Air-Conditioning & Refrigeration Institute (ARI) Annual Meeting

May 7-9, The Homestead, Hot Springs Va.

National Restaurant Association (NRA) Convention and Exposition

May 7-11, Navy Pier, Chicago

— A Guide to Coming Events of Interest

Mechanical Contractors Association of America (MCAA) Annual Meeting

May 15-18, Kentucky hotel, Louisville, Ky.

American Society of Refrigerating Engineers (ASRE) Summer Meeting

June 3-6, Cincinnati

Edison Electric Institute (EEI) Annual Convention

June 4-7, Atlantic City, N. J.

National Oil Heat & Air Conditioning (NOHAC) Exposition

June 11-15, The Coliseum, New York City

American Society of Heating & Air-Conditioning Engineers (ASHAE) Semi-Annual Meeting

June 18-20, Washington, D. C.

Minneapolis-Honeywell Establishes Austrian Subsidiary

MINNEAPOLIS—Greatly improved prospects for the use of automatic controls in the former Russian zone of Austria have to James H. Binger, Honeywell led to the establishment by vice president.

Minneapolis-Honeywell Regulator Co. of a new subsidiary—Honeywell G.m.b.h.—in Vienna. It will provide sales, engineering, and service facilities for all of Austria and will be managed

by Ing. Dr. Kurt Bebauer, formerly Honeywell's distributor in Innsbruck, Germany, according to James H. Binger, Honeywell

The Austrian subsidiary will be part of the recently-formed Central European region of Honeywell's International Div. Managed by Leo DeBruyn from offices in Zurich, Switzerland, it

includes company subsidiaries or branch offices in Western Germany, Switzerland, Austria, and Liechtenstein.

Manitowoc Distributor

MANITOWOC, Wis. — Announcement was made recently of the appointment of Joe Record Distributing Co., Iron Mountain, Mich., as distributor for combination refrigerator-freezers and home freezers.

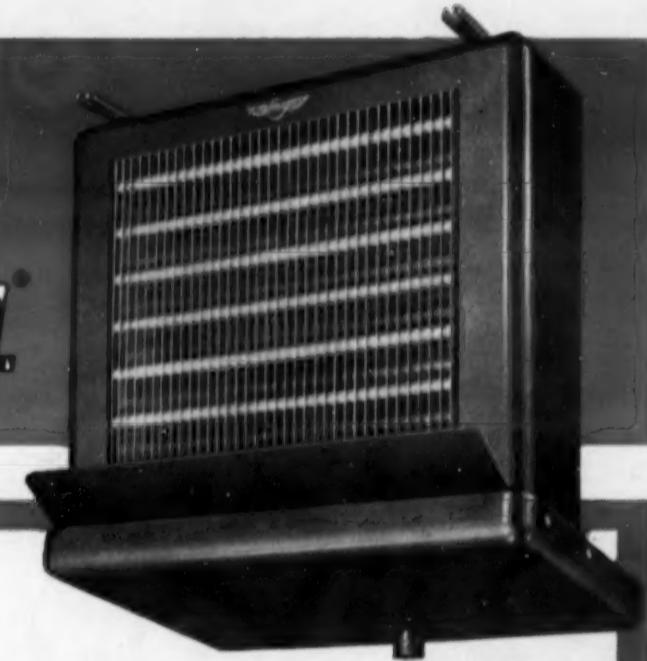
Philco Names Houtz

PHILADELPHIA — The appointment of Robert A. Houtz as sales manager of builder sales for Philco Corp.'s Appliance Div., was announced recently by R. A. Rich, vice president and general manager.

Houtz has been in the builder sales field since 1948. Prior to joining Philco, he was with Westinghouse Electric Corp.

EXCLUSIVE-PATENTED* HOT GAS DEFROSTER

LARKIN FROST-O-TROL



Hailed since 1948 as the most efficient automatic hot gas defroster ever devised, the patented Larkin Frost-o-Trol has a specially designed, factory-installed metering orifice which controls the amount of hot gas entering the evaporator, prevents any slug back, and assures rapid defrosting.

Frost-o-Trol is used only in Larkin low temperature Humi-Temps, the low side unit that takes the toughest cooling jobs in stride—from minus 32°F. sharp freeze rooms to 30°F. meat storage rooms.

Check the price, check the installation cost, check the features with your wholesaler. He will explain why dealers from coast to coast have sold thousands of Larkin Humi-Temps with exclusive, patented Frost-o-Trol Automatic Hot Gas Defroster.

*U.S. Patent 2,688,850

Features That Sell and Satisfy

Compare these outstanding features of the Larkin Low Temperature Humi-Temp Unit with Frost-o-Trol Automatic Hot Gas Defroster. Every one is a sales help to you and every one builds customer satisfaction which results in repeat sales!

- Minimum temperature rise during defrosting
- Adjustable defrosting time
- No excess heat or moisture load
- Lower operating costs
- Higher efficiency of evaporator unit
- Heat applied throughout entire evaporator
- Melts frost from inside out
- Simple, low-cost installation
- Drip pan is electrically heated by a carbon impregnated, water-proof, molded rubber pad—assures positive drainage of melting ice and water—prevents freezing and spill-over
- Larkin patented Cross Fin coil—staggered tubing
- Heavy gauge die stamped aluminum case
- Self-locking nuts—vibration-proof assembly
- Rubber mounted motors with thermal overload protection
- Universal motor mounting to fit any NEMA motor



LARKIN CO. INC.
519 MEMORIAL DRIVE, S.E., ATLANTA, GA., — MAIN-3171

For more information about products advertised on this page use Information Center, page 26.

'Wet' Heating, Cooling Sales Drive--

(Concluded from Page 1, Col. 3) educational efforts," it was stated.

Currently backed by a group of more than 30 manufacturers of hot water and steam heating and complementary cooling systems, the council's purpose is to inform and educate the public, the trade, and the building industry about the advances and advantages of all types of water-fed heating and cooling systems for homes and small buildings.

Concurrently, the council is also staging a drive for additional members and funds needed to mount a campaign budgeted at \$250,000 annually.

\$100,000 Already Raised

Of this total, Reed said, more than \$100,000 has already been raised, "more than enough to insure a successful beginning." But "total success will depend upon total support from all factors in the industry," he declared.

In addition to Reed, officers are Paul K. Addams, vice president; R. S. Rickabaugh, vice president; and Robert E. Ferry (general manager, Institute of Boiler & Radiator Mfrs.), secretary treasurer.

Franklin Greene, who has been I-B-R public relations director, was appointed the council's executive director.

Reed characterized the council's formation as a "step of outstanding significance in this industry. It marks the first time in our hundred-year history that member companies from all four major trade associations have joined in an industry-wide, common organization dedicated to a common purpose."

4 Associations In Council

The four trade associations are: Convective Manufacturers Association, The Steel Boiler Institute, The Institute of Boiler & Radiator Manufacturers, and the Gas Boiler Div. of the Gas Appliance Manufacturers Association.

With the punch and power which a full-strength council can deliver, Reed emphasized, "we can accelerate the increasing popularity of hot water and steam heating systems and the new types of complementary cooling systems which this industry has developed."

A new BHC board of directors was also elected and two operating committees were appointed to begin functioning immediately.

Directors are: Paul K. Addams, president, Fitzgibbon Boiler Co.; Carroll M. Baumgardner, vice president, National-U. S. Radiator Co.; Owen Desmond, sales manager, Modine Mfg. Co.; George L. Erwin, Jr., vice president, Crane Co.; Virgil A. Good, vice president, Burnham Corp.; James H. Legg, vice president, Federal Boiler Co.; Daniel J. Quinn, vice president, American Radiator & Standard Sanitary Co.; John E. Reed, secretary, H. B. Smith Co., and chairman, Sterling Radiator Co.; Robert S. Rickabaugh, sales manager, Tuttle & Bailey, Inc.; and John H. White, president, Taco Heaters, Inc.

Manning the Public Relations Advisory Committee are: John H. White, chairman; M. J.

council's successful organization."

Companies now supporting the council include: Aldrich Co.; American Radiator & Standard Sanitary Corp.; Anthes-Imperial Co., Ltd. (Canadian); Burnham Corp.; Combustion Engineering, Inc.; Crane Co.; Dole Valve Co.; Fedders-Quigan Corp.; Federal Boiler Co., Inc.; Fitzgibbons Boiler Co.; Hoffman Specialty Mfg. Corp.; Kritzer Radiant Coils, Inc.; McDonnell & Miller, Inc.; Modine Mfg. Co.

Also, National-U. S. Radiator Corp.; John J. Nesbitt, Inc.; Peerless Heater Co.; Penn Boiler Co.; Radiant-Ray Radiation, Inc.; The H. B. Smith Co., Inc.; Spencer Heater; Lycoming Div.; Spi-Rol-Fin Corp.; Sterling Radiator Co.; Taco Heaters, Inc.; Thatcher Furnace Co.; Tuttle & Bailey, Inc.; Vulcan Radiator Co.; Waterfilm Boilers, Inc.; Warren Webster & Co.; Weil-McLain Co.

D. E. Weston, Jr. Heads Kelvinator Sales-New Hotpoint TV Dept.

(Concluded from Page 1, Col. 3) period a year ago, Jeffrey said. January appliance production was up 62.9% above a year ago.

Jeffrey said billings to dealers for January were the second highest for the month in Kelvinator's history, exceeded only by January, 1950, and ahead of January, 1955's strong total.

While industry and Kelvinator forecasts indicate that the major appliance industry should show approximately a 6% sales increase in 1956, for what could be the industry's best year on record, Kelvinator has set its own sales goal at a 10 to 15% increase over 1955, according to Jeffrey.

He said Kelvinator concluded the calendar year 1955 with a 35% sales increase nationally over 1954. For 11 consecutive months in 1955, sales improved over the same month a year ago.

**Customer Acceptance
of your cooling equipment
will
grow on the farm, too**

WHEN IT'S MADE WITH DEPENDABLE

H & H TUBE

The cooling equipment that you make will do the job intended, only if the parts that go into it perform satisfactorily and stand up under use. That is why more and more manufacturers of cooling equipment — parts suppliers too — are turning to H & H refrigeration tube. Strict adherence to customer specifications assures the perfect fit that makes good performance and long life possible. Available in straight lengths up to 20' also in 50' coils, it is deoxidized, bright annealed, dehydrated — in sizes, wall thicknesses and tempers to meet every requirement.

Expect the **BEST** brass and copper products from

H & H Tube
AND MANUFACTURING COMPANY

271 N. Forman Avenue, Detroit 17, Michigan • Offices from Coast to Coast

METALFLO LOCKSEAM COIL STRIP AND SEAMLESS TUBING TUBULAR PARTS